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TAMPA'S LEADING FLORISTS

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AND CONTRACTORS

TAMPA, FLORIDA

A detailed illustration of a single rose with several leaves, positioned at the bottom left of the advertisement. The rose is shown in profile, with its petals tightly curled. The leaves are serrated and have prominent veins. The entire illustration is rendered in a classic, engraved style.

Business Information

TERMS—Cash with order. We do not make C. O. D. shipments. Send postoffice or express money order, cashier's check, or bank draft to cover order in full, including packing charges, also parcel post, if shipment is to be made in this manner.

ADVANCE ORDERS—All orders that are filed in advance for future delivery are expected under and subject to the following conditions: We are in no way liable if for any reason we are unable to make delivery at the time stated, many conditions over which we have no control may arise, such as, storms, hail, frost, infections, quarantine or injury to plants in many other possible ways.

MAIL SHIPMENTS—When sending orders amounting to \$1.00 or less add 35 cents to cover parcel post and packing charges inside the State or 50 cents outside of Florida. On orders over \$1.00 and not exceeding \$2.00 add 50 cents for parcel post and packing in this State and 75 cents outside the State.

EXPRESS SHIPMENTS—We consider the express as the most satisfactory way to ship all plants and strongly recommend that you allow us to ship your plants in this manner. Even small shipments receive better handling by express than by mail.

CITY DELIVERIES—We deliver free anywhere in the City of Tampa or close-in suburbs, all orders of \$2.00 or over, also smaller orders within the city limits, the latter being subject to our convenience, to be routed with other deliveries in the the same section.

WE DO NOT GUARANTEE—Most failures of plants to grow are due to causes beyond our control, such as improper planting, unfavorable weather immediately after planting, placing plants in wrong position, soils not adapted to the particular plant placed in them, lack of the proper amount of water, over fertilizing, etc. All of the above causes combined make it impossible for us to guarantee plants of any kind. We exercise every care to properly and truly label all stock and sell only good, strong, sturdy plants; we do not, however, accept any liability beyond the purchase price of any stock bought from us.

RESPONSIBILITY OF PLANTS IN TRANSIT—Our responsibility ends on delivery to transportation company. We use every care in the packing, etc., and will be glad to assist you in every way to collect damages plants may receive in shipping. All claims must be made on receipt of goods.

NOTICE

In issuing this planting guide and descriptive catalogue we are departing from previous issues in the matter of prices. You will find no prices listed anywhere in this book with the exception of those listed under Garden Furniture. We have found that it is too expensive under the present cost of paper and printing to continue the yearly printing of combined price lists and descriptive catalogues. The last issue which was printed two years ago carried no date but did include prices which at the present time are more or less out of line, due to the fact that growing plants are a very changeable item.

We have decided to issue frequent price lists which will be corrected regularly and a general descriptive catalogue and planting guide which our customers may file away for reference over a considerable period.

By reducing the cost of this expensive item of our overhead expense we are able to give you better values in plants and nursery stock as well as a very complete service organization to cater to your requirements.

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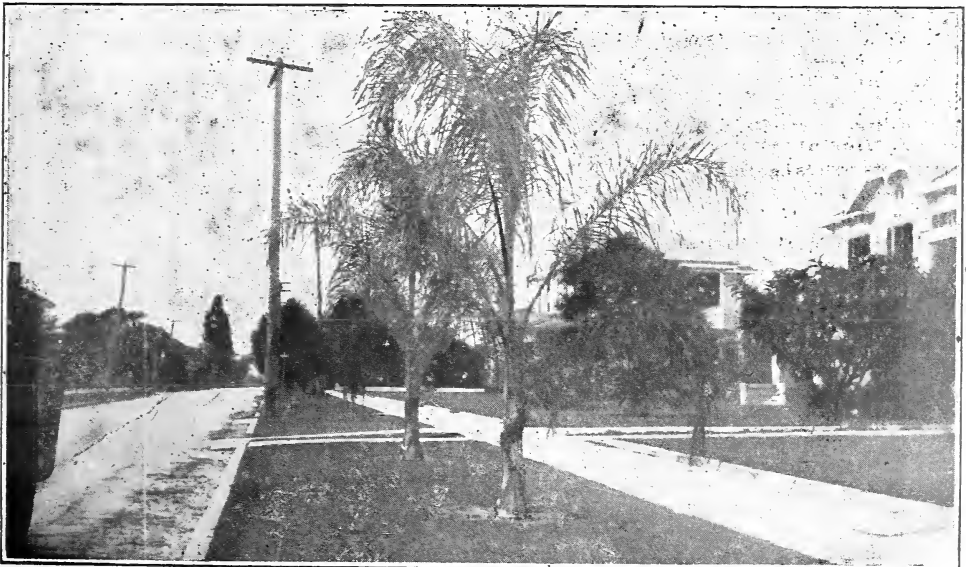
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BEDDING PLANTS

AGERATUM Inimitable—One of the best of bedders. Nearly always full of immense heads of bright lavender-blue flowers. They are also useful for baskets and vases.



ASTER 5

ALTERNANTHERA—These are dainty little foliage plants of compact habit, growing about six inches high. Very attractive and ornamental for borders. Should be set 4 inches apart.

AUREA NANA—Fine leaves of bright golden yellow.

BRILLIANTISSIMA—Bright red foliage

ALYSSUM Little Gem (Sweet Alyssum or Carpet of Snow)—These little plants 3 to 4 inches high, are fine for borders, setting them 6 inches apart; also are desirable for hanging baskets, trailing over the sides. Produces a profusion of fragrant white flowers.

ANTIRRHINUM (Snap Dragon)—Very popular as a bedder and a cut flower. Colors are pink, white, yellow and red.

ARCTOTIS-GRANDIS (African Daisy)—A remarkably handsome annual, it forms well branched bushes 2 to 3 feet high. Its flowers are large and showy, being pure white on upper surface, the reverse side of petals is lilac-blue. As a cut flower it is especially valuable, blooms lasting a week or ten days in water. Plant in sunny location.

ASTERS—One of the finest bedders bearing large chrysanthemum-like flowers from March until July. Colors, white, pink, purple and red.

BALSAM (Lady Slipper)—An old and favorite garden flower of easy culture. Produces masses of brilliant colored double flowers in greatest profusion.

CALENDULA, Orange King—Hardy annuals about one foot high, that produce a profusion of very showy large double flowers, ranging in color from ivory to deep orange. Makes very attractive beds.

CANDYTUFT—Well known annuals, useful for bedding; set 6 inches apart. White flowers are produced on long spikes.

CARNATIONS—Margaret, a general favorite, not only for their charming fragrance, but for the richness of color. The most popular carnation for southern planting is the Margaret, as the large type of carnation commonly grown the green-houses of the north will not grow and do well in this climate due to the continued warm weather.

CHRYSANTHEMUMS—The large flowering types have been grown successfully in the open garden, giving an abundance of gorgeous flowers in the late fall, colors—white, pink and yellow; plant them in June, July and August.

C. POMPON (Small Flowering)—Chrysanthemums, these are one of the most popular fall garden flowers we have. They will give you a wealth of bloom in all colors. They make beautiful flowers for vases and baskets in the home. Plant in same manner as the large flowered types.

COLEUS—We carry a large variety of this well known bedding plant.

C. CECIL BROWN (Trailing Queen)—Small scalloped leaves of dark green centered with magenta and cream. An excellent variety for hanging baskets or vases on account of its trailing habit.

C. Silver Queen—Similar to Cecil Brown, except foliage is creamy yellow with narrow bright green border.



Giant Fancy Leaved Coleus

BEDDING PLANTS—Continued

COSMOS—This old favorite bears daisy like flowers in many shades, when plants are 6 inches high; pinch out top to induce bushy growth. The double flowering type is becoming very popular.

CUPHEA Hyssopifolia (Erica)—A small plant with very small narrow leaves bearing continually tiny lavender flowers. Very attractive for window boxes and especially fine for borders. When used for border set 8 inches apart.

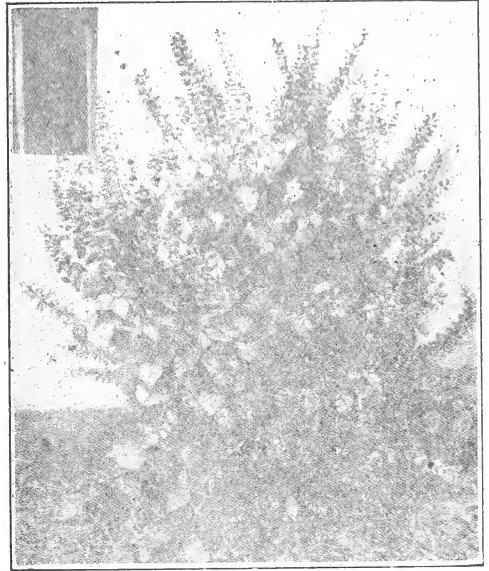
DAISY-BELLIS—The well known English Daisy. They are very attractive little plants growing to about 6 inches high, which make them fine for borders or small beds; should be set 6 inches apart. Small double flowers in white and pink.

DAISY-SHASTA—Very free blooming plant, with large pure white flowers, and golden yellow centers.

DELPHINIUM—Few plants are as handsome in the garden as the (Annual Larkspur). They are valuable for cut flowers, blooming on tall erect stalks, by cutting off flowers close to the ground a second crop will succeed. A good deep rich soil furnishes the finest flowers, although they will grow in almost any soil or location, varying in height from 2 to 4 feet and color from light pink to deep blue.

DAHLIA—A delightful plant for the garden. They should be set 2 feet apart; given plenty of sunshine and water, and cultivated well until they begin to bloom. After that stir only the surface soil, just enough to prevent a crust from forming. Dahlias are particularly adapted for seashore use, and not only do well, but thrive, because of the moisture, especially the heavy dews which collect during the night. The Dahlia is one of the easiest plants to grow and

will produce more flowers than any other plant in the garden, if properly cared for. List and description of best varieties for growing in Florida will be found under Bulbous, Tuberous, Herbaceous plants.



SALVIA SPLENDENS

DIANTHUS or Pinks—This is a popular plant for bedding. Flowers in a great variety of colors make them attractive.

DIDISCUS COERULEUS (Lace Flowers)—This pretty and interesting annual blooms most profusely, their pale lavender blossoms are excellent for cutting.

LARKSPUR—This is a quick growing, free blooming annual, producing stiffly erect spikes of beautiful flowers in great profusion. Colors: White, flesh-pink and sky-blue.

PANSIES—Pansies produce larger flowers and are at their best during the cool weather. We have a fine collection of rich, velvety shades, many light colors, in great variety and huge in size, with long stems. Should be set 8 inches apart.

PETUNIAS—These brilliant flowers are easily grown and make one of the most desirable annuals. Flowers are of large size and colors are indescribably rich and varied.

PHLOX—One of the showiest annuals, very easily grown. Will grow in any kind of soil when planted in the sun. Beautiful in masses or borders.

PILEA (Artillery Plant)—Border plant of low growing habit, dark rich green foliage with finely cut leaves, attractive for borders around flower beds, pools and hanging baskets.

SALVIA SPLENDENS (Scarlet Sage)—This is a very popular plant. Its spikes of brilliant scarlet flowers makes it very attractive. Makes



PETUNIA

BEDDING PLANTS—Continued

a good pot plant; does well in window boxes, but its best use is as a hedge or border plant for a brilliant color effect. Requires partial shade in the summer in Florida, or can be used on north side of building.

STATICE SINUATA—A valuable summer flower, making large heads of small blue lavender flowers, which, when dried, will retain its true color.

STOCKS (Ten Week Stocks)—One of our most popular annuals; can be used either for bedding out or for porch boxes. It is unsurpassed for its brilliancy and diversity of color, fragrance and profusion of bloom.

TORENIA FOURNIERI—A beautiful little annual for summer bloom in Florida. It will grow and bloom all through the summer season. It is fine for borders, hanging baskets or

boxes. Flowers are of light blue color with yellow centers.

VERBENAS—This well known plant makes an ideal bedder. Very few plants will make such a gorgeous display or furnish more flowers for cutting than the verbenas. A few plants in the porch box or hanging basket adds beauty with its bright flowers. The large trusses of flowers are freely born and are of almost every color imaginable.

VIOLET (Princess of Wales)—This is the largest of all violets. Easier to grow than the double and better adapted to Florida climate.

ZINNIAS—This plant, with its large double flowers in assorted colors, is becoming more popular each year, both as a bedder and a cut-flower. The daintiest colors are the different shades of pink, yellow and white, which are very attractive as vase flowers or floral work.



CONIFEROUS EVERGREENS



Nothing can be more lasting or more attractive than a beautiful planting of evergreens. They must be planted properly, however, with careful attention being given to the height and character of growth of each variety. Tub specimens are indispensable for formal work such as entrances, pool, etc.



THUYA AUREA NANA

ARBORVITAE (Thuya Biota)—These beautiful evergreen shrubs of compact, symmetrical growth are especially suited for formal plantings.

AUREA CONSPICUA—Foliage deep yellow to golden color, often varying to green. Very compact and symmetrical, tall and upright.

AUREA NANA—The best golden dwarf Arborvitae. Compact rounded head, handsome greenish golden foliage. Very popular for window boxes and urns, also fine for cemetery or general planting in many ways.

PYRAMIDALIS—Erect symmetrical growth, of sometimes 15 to 20 feet, forming a pyramid shape. Pea green foliage.

ROSEDALE—A very handsome specie with bluish green foliage of dense habit and conical shape. The blue green color gives a good contrast against the ordinary green of other trees and shrubs.

CALLITRIS, Glauca (Cypress Pine)—A very valuable tree of blue green foliage, very similar to Virginia Cedar. It will do well on very poor soil.

CASUARINA—Cunninghamiana. (Australian Pine)—A very striking slender branched tree used in Florida and California as avenue trees and wind breaks. This variety is very hardy and will stand about 20 degrees of cold. It is also a fine hedge subject and may be trimmed to any desired height.

C. STRICTA—One of the fastest growing of the Australian Pines; it is also hardy and of dark green color; attains a height of only 20 to 30 feet.

CRYPTOMERIA JAPONICA (Japanese Cedar)—A very graceful tree of rapid growth symmetrical habit; has an appearance similar to the Norfolk Island Pine. Very hardy.

CUPRESSUS ARZONICA (Arizona Cypress)—Grows to a height of 40 feet of silvery blue color and forms a dense growth; very hardy and lives to be quite old.

C. SEMPERVIRENS (Italian Cypress)—Tall slender evergreen. Very stately with branches lying close to the stem; commonly called pencil cypress. Lives to be very old and attains a height of 60 to 75 feet.

FERNS

There are none of the foliage plants that are more practical for all general house, table or window decoration than the fern. They are easily grown and thrive well in an ordinary living room. They should have plenty of drainage and be kept well watered. Never let them dry out for any length of time. They should be transplanted in a good rich leaf mold with a generous amount of dairy fertilizer added. Never put any ferns except *Asparagus Sprengeri* in the full sun, all other ferns require at least half shade.

ADIANTUM (Maiden-Hair Fern)—We grow a few of the more hardy varieties which are best suited to the average conditions under which this fern is expected to grow.

ALSOPHILA AUSTRALIS (Australian Tree Fern)—A very beautiful and graceful variety with large wide spreading leaves of light green color.

ASPLENIUM NIDUS ARIS (Bird Nest Fern)—Attractive broad leaved fern of unusual type. Leaves have distinct veins running through them and are of a dark rich green color. A very useful plant for the house.

ASPARAGUS Plumosus Nanus (Lace Fern)—One of the handsomest and most useful of all ferns. The leaves, very lace-like in texture, are bright green. It is especially adapted for bouquets and all cut-flower work. Very easy of culture, thriving best in full light, but not direct sun.

A. Sprengeri—Strong growing fern, forming a large clump of roots and crowns, from which it sends out long shoots covered on all sides with fine branches. Its long pendant-like growth makes it especially desirable for hanging baskets, porch boxes, etc., where it makes a graceful trailing plant with branches or fronds 4 to 5 feet in length, of a rich shade of green. Should never be planted in a dark shady place



BOSTON FERN

as it will not grow under this condition. It will do best in full sun.

CYRTOMIUM ROCHFORDIANUM COMPACTUM (Crested Holly Fern)—The holly fern is one of the very best small ferns for use in apartment houses or rooms where the light is not strong. It is also fine for fern dishes. Foliage is a rich glossy dark green.

NEPHROLEPIS Exaltata Bostoniensis (Boston Fern)—One of the best known of all ferns. Its long, graceful drooping fronds make it excellent for pedestals. Fully matured fronds attain a length of 4 to 5 feet.

N. Davallioides Furcans (The Stag-Horn)—A fine decorative plant with ends of fronds peculiarly divided. Another common name is "Fish Tail," because ends of fronds somewhat resemble a fish's tail in shape. This fern is one of the best ferns to use in locations where it is hard to make ferns live as it will live longer under poor growing conditions than many other ferns.

N. Piersoni (Ostrich Plume Fern)—An unusually beautiful fern of graceful drooping habit, fronds are long and curled with the pinnae again subdivided and each appearing like a miniature leaf.

TABLE FERNS—These dainty little decorative plants, with their different shades of green and silver, beautifully striped and variegated, are especially adapted for use in fern dishes and are indispensable where inside fern effects are desired. We always have a nice collection of several different varieties to make your selection from.



ADIANTUM

FOILAGE AND DECORATIVE PLANTS

Bright colored foliage is the finishing touch to ornamental plantings. The beautiful colored leaves are in direct contrast to the different shades of green foliage born by most plants, trees and the lawn itself. Have you ever noticed that the homes that appeal to you most are those that have bright spots of colored foliage dotted about here and there in the grounds? Startling effects can often be obtained by a careful placing of bright colored Crotons, Acalypha and Dracaenas at points of special interest.

Hanging baskets, urns and porch boxes are always much more interesting if you combine some of the variegated foliage plants with your other plant material, such plants as Pandanus Veitchii and Vinca Variegata with their white and light green foliage contrasts are very effective. Mrs. McKinley or Weeping Lantana with its profusion of bright lavender bloom is also a very desirable plant for this purpose.

ACALYPHA GODSEFFIANA—This is a more or less dwarf foliage plant with green leaves and yellow margins and lightly suffused with pink.

A. Triumphans—A tall growing Acalypha with extremely large leaves, markings are red with green ground. Makes an attractive large quick growing shrub.

A. Marginata—The largest of all the Acalyphas, growing in open ground up to 8 feet high. Leaves green edged with cream and different tints of pink, ribs and veins also of pink. Very rapid grower.

A. Mosaica—Very showy plant, 4 to 6 feet high, with its mosaic leaves showing all shades of green, yellow and red, with curious markings. A very fine decorative plant for the lawn.

A. Sanderii (The Chenille or Comet Plant)—It is of strong free growth with large, dark green leaves from the axil of which rope-like spikes from one to two feet long, and nearly one inch thick, are gracefully suspended.

Tricolor—Resembles the Mosaica, but with regular foliage, mostly red.

AGAVE, Century Plant—These tropical looking plants are of use in many places and to good advantage in landscape plantings in Florida, especially so when one wishes to obtain a tropi-



ACALYPHA MOSAICA

cal effect.

A. Variegata—An attractive striped green and white century plant of quick growing habit.

A. Dwarf Type—A low growing blue green plant which is useful in many places.

A. Large Type—A large growing sort with wide spreading blue green foliage.

ASPIDISTRA Variegata—A very attractive plant with broad green leaves striped with white. Very desirable as a pot plant for the house or porch.

BEGONIAS—There is no more interesting class of plants than this large genus. It embraces hundreds of species, besides thousands of varieties. They are suitable for pot plants for the house or porch. The foliage as well as the flowers are extremely ornamental, some being spotted and variegated to give a parti-colored effect that is very striking.

We carry a large assortment of the beautiful foliage and flowering varieties; white, red and shades of pink.



ASPIDISTRA VARIEGATA

FOLIAGE AND DECORATIVE PLANTS—Continued



CODIAEUM VARIEGATUM (Croton)

BEGONIA REX—The broad, high colored leaves with exquisite markings make the Rex Begonias invaluable as a decorative plant for the house. They are also excellent for baskets and vases if given plenty of moisture and not exposed to the full rays of the sun.

CODIAEUM VARIEGATUM (Croton)—These plants with their gorgeous colorings of red, yellow, green, white and bronze make them one of the most excellent plants for decorative purposes. They require plenty of heat and moisture. We carry a large assortment of the different varieties. Some varieties have queer shaped leaves, others have blotches of green yellow and red all in the same leaves. One must see our collection to appreciate their beauty and effectiveness.

COLEUS—See Bedding Plants.

DRACAENA—These plants are considered among the best of decorative foliage plants. They should be given a light fibrous soil with good drainage, liberal watering with frequent showers. To insure the greatest development of color let them have all the sunshine available.

D. Fragrans—A fine decorative plant with broad plain green leaves.

D. Indivisa—Has long narrow graceful green leaves. It is very effective when used as a center plant in urns, boxes and hanging baskets.

D. Lord Wolseley—One of the best of foliage types. Will do best under full sun. Can be used with good effect in many places in landscape plantings.

Massangeana—Similar to *Fragrans*, except leaves have a broad golden yellow stripe through the center.

D. Harmony—A beautiful type with broad green foliage, creamy white margin and pink edges.

D. Terminalis—One of the finest for decorative purposes. Leaves are rather long and pointed, of rich crimson color, streaked with pink and white.

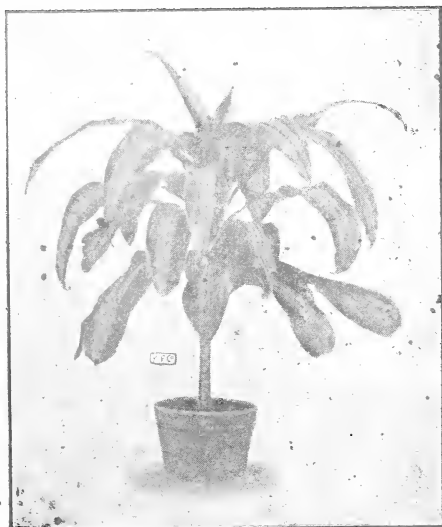
PANDANUS Utilis (Screw Pine)—Very odd and attractive plant with its spirally arranged leaves which have small red spines along the edge. Somewhat resembles the pineapple plant. A very symmetrical and handsome plant suitable for vases.

FOLIAGE AND DECORATIVE PLANTS—Continued



PANDANUS VEITCHI

Veitchii—One of the most attractive decorative plants, especially fine for urns, etc. Leaves are beautifully striped with white. This is one of the few plants that will stand up well either in a dark or full sun location, grows reasonably fast.



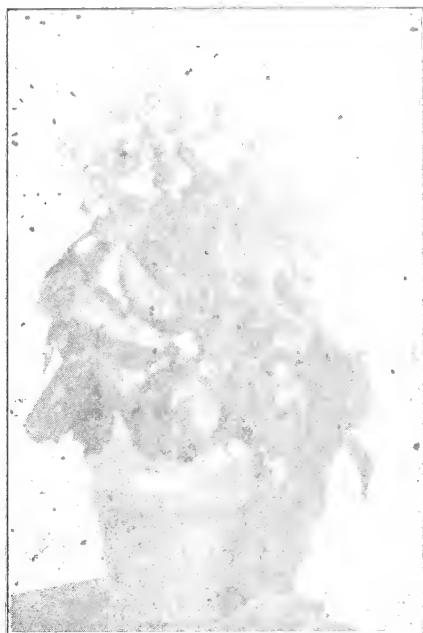
DRACAENA MASSAGEANA

RAVENALA MADAGASCARIENSIS (Traveler's Tree)—Looks very similar to a banana tree but is of a different nature of growth. The leaves are so formed that they hold water, hence the name given it of "Traveler's Tree."

TRADESCANTIA (Wandering Jew)—This is a beautiful trailing vine with thick, waxy foliage. Very useful in baskets and window boxes.

T. Striata—Bright green leaves striped with creamy white; very rapid grower.

T. Tricolor—Leaves are green, purple and creamy white; gives a quick effect at very little cost. Can also be used as a ground cover.



BEGONIA MELINOR

Care of House Plants--One must be very careful in watering house plants of all kinds, especially blooming plants. The pots of all blooming plants should be submerged in water for fifteen minutes and not watered again until well dried out.

No plant will live if kept inside the house all the time, it must have plenty of morning sunlight and fresh air. The foliage must be kept clean.

FRUIT TREES FOR FLORIDA HOME GROUNDS

The following list of trees if planted about your home will in a very short time add greatly to its value and at the same time afford you great pleasure. The cost of the trees, and the planting, if you wish us to plant them for you, is such a small item as to be really of no consideration.

EVERY Florida home should have at least two or three varieties of these delicious semi-tropical fruits planted in its garden. Guavas and Surinam Cherries are both very satisfactory for background and hedge planting—do not overlook them.

Fruit trees do not require any more care than one would usually give to the average shrubs that you are familiar with. When planting fruit trees about the lawn it would be well to keep in mind that a fruit tree must be in a location where the ground about them can be cultivated and fertilized at regular intervals. A good plan is to leave a circle clear of grass about each tree.

FRUIT TREES AND PLANTS

AVOCADOS—The Avocado or Alligator Pear, as it is commonly called, has undoubtedly a great future, being very valuable for its food crop.

GUATEMALAN TYPE

Taft—Size, about medium to very large, from one pound to one and a half pounds with thick, green skin slightly roughened and firm flesh, smooth, light yellow in color, flavor unusually rich and pleasant. Season in Florida about May to October.

MEXICAN VARIETIES

Fuerte—This variety originated at Altexco, Mexico. The flesh is a rich cream yellow color, buttery texture, very rich and of excellent quality. The fruits are oval in shape with a green skin, size about one pound. Season in Florida, November and December.

Pucblo—A vigorous hardy variety, weight 8 to 10 ounces, about 3½ inches in length, smooth glossy surface, deep maroon-purple color; flesh rich creamy yellow near the seed, changing to pale green near the skin. Rich nutty flavor. Season in Florida, October and November.

San Sebastian—Skin is rather thick and glossy black in color, golden yellow flesh of rich flavor. Strong, rapid grower. Florida season, June and July.

BANANA—The Banana is a rapid-growing plant. It requires rather moist ground and plenty of food for best results. Will stand only a very light frost and should be planted in a protected location. We have several varieties in stock at our nurseries at all times, including Hart's Choice, Cavendish, Orinoco, Red Jamaica and Yellow Jamaica (Gras Michel or Martinique) fruit of the last named variety is imported in vast quantities every year.

BLACKBERRIES—The Florida Marvel Blackberry is a native of Florida, discovered only

within the last few years. This berry has proven a wonderful producer, is suitable for planting on most any kind of soil, does especially well on high sandy soil. It produces a fruit bud of from four to nine blooms at the intersection of every leaf. This habit causes it to produce an abundance of fruit. The fruit begins to ripen during the last of April or first of May, and continues on up into June. Fruiting season usually lasts from five to six weeks.

GAUVA (Psidium)—A fine fruit excellent to use as dessert fruits or for making jelly and preserves.

Cattleianum (Red Cattle)—A vigorous evergreen shrub with glossy green leaves, producing small red fruits in large quantities, ripening in August. It also makes a fine hedge plant in South Florida. Will stand sharp frosts.

White Peruvian—One of the common tropical Guavas. Fruit large and sweet.

....LOQUAT (Eriobotrya Japonica or Japan Plum)—An attractive medium-sized evergreen tree of symmetrical spreading growth. The foliage is dark green on top with slight velvety appearance below. Fruit, yellow about the size of plums, of delicious flavor, and fine for making jellies.

MANGOS—The Mango can be used for decorative or general lawn planting in South Florida. The fruit makes delicious desserts, also fine for preserves, pickles, etc.

Mulgoba—Medium to large size. Deep golden yellow flesh. Fibre is short and coarse, extending only from the thin edges of a small seed.

Haden—Vigorous grower, almost identical with the Mulgoba and is a seedling from same.

SURINAM CHERRY (Eugenia Uniflora)—Evergreen shrub producing small bright red, waxy edible cherry-like fruit. Fine for jelly or may be eaten raw. Hardy only in South Florida, but can be grown in pots or tubs in the North.

GRASSES AND BAMBOOS

BAMBOOS—None of the ornamental plants are more important than the Bamboo where tropical effects are desired. The willowy canes and fine foliage give a very pleasing effect. It is not only valuable for its scenic effect, but is excellent for wind breaks, for hedges and as screens. They do well on a wide range of soil. If on very poor soil either stable manure or commercial fertilizer may be used to good advantage. In ditches, canals and water courses they grow to perfection.

Arundinaria Falcata—A graceful Bamboo, reaching a height of 10 to 12 feet. Grows in dense clumps; fern-like leaves; hardy.

Nitida—Dwarf, compact growing Bamboo, with beautiful foliage, reaching a height of 3 to 4 feet, with round top. A very decorative variety.

Bambusa Argentea—A fine Japanese specie, very tall, reaching a possible height of 35 to 40 feet. It makes thick clumps and the shoots, bearing small foliage, bend outward very gracefully. Quite hardy, and does well in any soil.

Argentea Striata—Like *Argentea*, except foliage is striped with white, which is especially

noticeable during rapid growth. A strong grower. Hardy.

Aurea—Stems yellow, reaching a height of 10 to 12 feet. Root stocks spreading; branches open and spreading. Hardy.

Disticha—Rather dwarf bamboo reaching a height of 10 feet and forming dense clumps. Foliage small and narrow.

SILVER PAMPAS GRASS (*Cortaderia Sel-loana*)—A very ornamental tall grass producing beautiful silvery colored plumes often 2 feet long.

LAWN GRASS (*Bermuda*)—A fine-leaved Grass, which, if given proper care, makes a very dense mat; not suitable for shady places.

St. Augustine—A broad-leaved Grass which makes a very satisfactory lawn under Florida conditions.

We recommend this Grass as it is unsurpassed for growing in shady locations. It is also the most satisfactory grass to use in full sun in Florida, by experience over a long period of years we have found that none of the northern grasses will stand the test of Florida summers. The choice remains of either Bermuda or St. Augustine grass.



PALMS



ARECA LUTESCENS

The Palm is the most beautiful of all plants for out-door southern planting and should have a larger part in making the home grounds, parks and streets more beautiful, adding that tropical and elegant display that nothing else can equal. As a small ornamental plant to adorn the living room, there is nothing that compares with the Palm, either in beauty or hardiness.

Group planting on large grounds give the most beautiful and striking effect, but on smaller grounds single planting is more effective.

Plant the palms without in any way disturbing the soil that comes about their roots, using plenty of water and pack it tightly into place. After planting, the tops should be kept tied up for a few weeks to keep them from tossing about in the wind, thereby loosening the plant in the soil. Water freely and when new growth starts fertilize with well-rotted stable manure. Palms are gross feeders and, when possible, they should be given an abundance of fertilizer, moisture and cultivation during the spring and summer, but suspend cultivation and fertilizer in the fall to give them opportunity to harden up for the winter. Any good commercial fertilizer may be used, but cautiously to avoid burning. Rich soil should be used in potted palms and drainage must be perfect. House palms require some sunshine and thrive best with morning and afternoon sunlight, avoiding the midday heat.

PALMS—Continued

ARECA Lutescens (*Chrysalidocarpus Lutescens*)—One of the most beautiful of all palms for house decoration. Its pinnate leaves are glossy green and gracefully arched on slender yellow stems. Many offshoots develop from the base.

COCOS Plumosa—One of the finest for outdoor planting in South Florida, somewhat resembles the Royal Palm. The smooth trunk, about 12 inches thick, reaches a height of 35 feet or more, crowned with deep-green leaves, often 15 feet in length, make a very striking picture. It is a very rapid grower, and is perfectly hardy in the section about Tampa except while young and in tender growth. The Cocos is one of the most graceful palms we have.



PHOENIX RECLINATA

COCOS AUSTRALIS—A very hardy type of Cocos palm which is rather slow growing and dwarf in habit. The foliage is of blue color and while the leaves are very stiff they are so arched as to give this palm a very graceful appearance. It is hardy anywhere in South Florida. A very useful palm for planting in narrow parkways along streets and highways. It will grow in any kind of soil.

COCOS NUCIFERA (Coconut Palm)—This beautiful palm is very attractive for planting along water fronts and as specimen plants for the lawn. This palm is not considered hardy above Fort Myers on the West Coast, although there are several large ones growing in Tampa in protected places.



CYCAS REVOLUTA
(Sago Palm)

CYCAS Revoluta (Sago Palm)—A beautiful plant resembling a palm, with a handsome dense crown of symmetrical deep-green pinnate leaves curving outward from the center. Quite hardy in Florida and the Gulf States. It requires very little attention after being planted a few months. If used for a house plant, give it a very sunny exposure while it is making its rapid growth, which is during the spring and early summer.

CARYOTA URENS (Fishtail Palm)—A good subject for a house plant and it is equally well suited for planting on the lawn. It is fairly hardy especially when it is of good height. The name fishtail is given it because the shape of its leaves is similar to the tail fins of a fish.

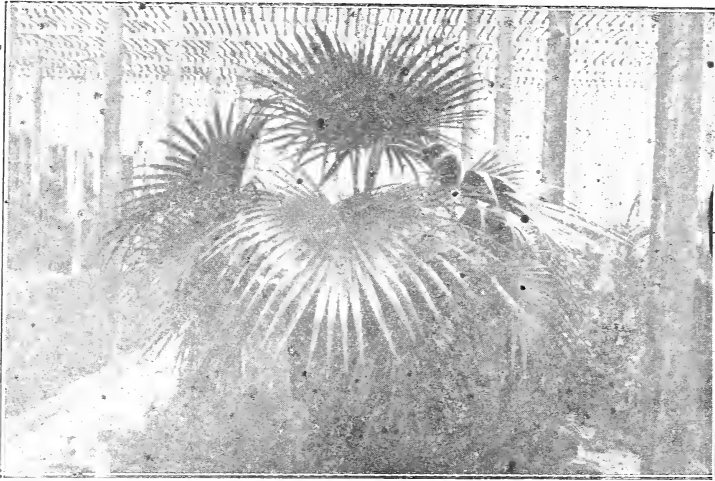
CHAMAEROPS HUMILIS (Dwarf Palm)—A nice plant of slow growth suitable for a pot plant to use in the home or office. Its leaves are fan shape and of uniform size. It is attractive in certain positions on the lawn.

LATANIA Borbonica (Chinese Fan Palm)—A hardy, rather slow-growing palm with large fan-shaped leaves. Very ornamental and is well adapted for either indoor or outdoor decorative purposes.

OREODOKA REGIA (Royal Palm)—The most graceful and beautiful palm we have. It grows very rapidly into a tall slender tree with long drooping leaves, its trunk is perfectly smooth and it is swelled at the base. Grows to a height of over 100 feet.

While there are several old and large Royal Palms growing in Tampa we cannot recommend them as being hardy in this section. They are fairly safe if planted in a protected position. One must bear in mind, however, that young plants which are growing fast are much more tender than the old plants which have been growing here for many years.

PALMS—Continued



LATANIA BORBONICA

PHOENIX Canariensis (Canary Island Date)

—We recommend this type as one of the hardiest and especially fine for lawn or avenue planting. It is one of the most beautiful with its long dark green leaves and massive trunk, and makes very rapid growth when planted in rich moist soil. Requires 30 feet of space in street planting.

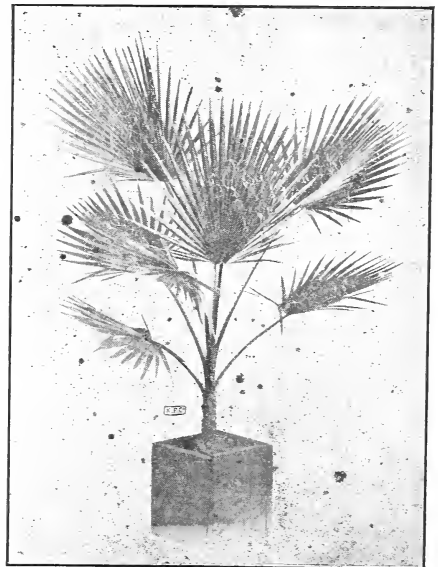
Ph. Reclinata—A very showy palm with beautiful arching dark-green leaves. It grows very rapidly and produces numerous suckers from the base which, if allowed to grow, develop into immense clumps. It makes a tree suitable for street planting if small suckers are removed for a few years, after which they will cease to sprout out, but it is better to let it take its natural course, as after being trimmed its tall, slender trunk is usually crooked and not very attractive. It is very valuable for use in landscape work and if intended for an individual specimen should have plenty of room.

Ph. Roebelenii (Dwarf Date)—One of the date family of dwarf habit which is best suited to use as a pot plant in the house. It is of light graceful character and very attractive.

Seaforthia Elegans—A decorative palm of quick growth. It is a very nice palm for use as a potted plant, but will not stand very much handling. It is also attractive as a specimen plant on the lawn.

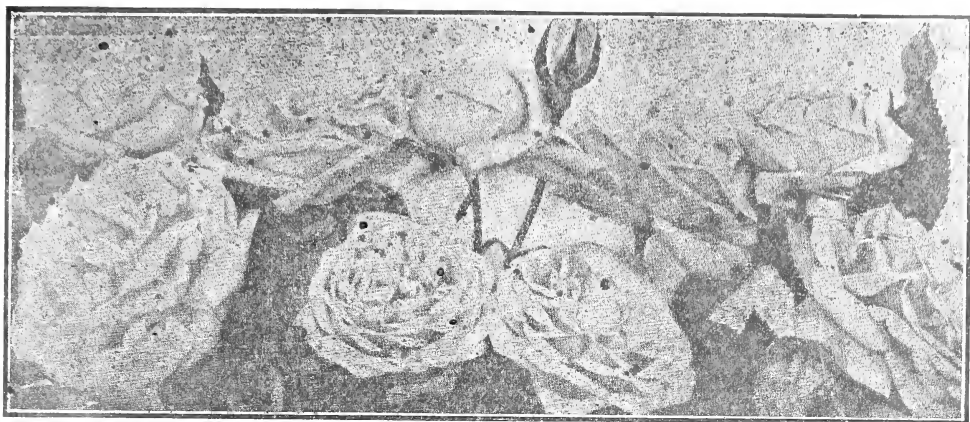
WASHINGTONIA Robusta (California Fan Palm)—Hardy, quick-growing palm, well adapted to Florida and the Gulf States. Its massive trunk is crowned with giant fan-shaped leaves, which are furnished with white threads, giving

it the common name of "Thread Palm." Grows to a height of 70 to 80 feet and its use as a tree for avenue planting or for general landscape work is almost unlimited.



WASHINGTON ROBUSTA
(Silk Thread Palm)

ROSES



Every home in Florida should have its rose bed. In the cities due to limited space it is often not possible to have what one would call a rose garden. However, there is nothing that will give the home owner more pleasure the year around than his or her roses. They are always admired either on the bushes in the garden or when cut and placed in vases in the home.

We list only varieties that we have proven in our own nurseries to give the very best results. Our list does not include many that are fairly good, but only those which we know to be the best in their respective groups.

CARE: Like most all plants roses will respond to the proper care and give you a wealth of bloom to repay you for the effort you expend on them. They require a good rich soil and when possible it is well to prepare your beds a couple of months in advance of the time of planting.

For the best results you should remove about two feet of soil and replace this with clay, dairy manure and leaf mold. From two to four inches of clay should be placed in the bottom of the bed and this should be well mixed with the other soil so that it will allow the bed to drain properly. A certain amount of coarse rock or gravel will also help the drainage when extra drainage is required. The rest of the bed should be filled with equal parts of good top soil and leaf mold if this material is available, one should allow, however, for about four inches of dairy manure which should be carefully mixed with the top soil and leaf mold. The addition of one pound of lime to the square yard is in most cases of great value. This should also be well mixed with soil.

All our roses are grafted as we have proven that this is the most satisfactory bush to plant in Florida.

They are grafted mostly on Texas Wax roots and some on Cherokee as we have found these stocks to produce the best results after several years experience in our own nurseries.

All roses require lots of feed and they should be fed about every ninety days regularly with a good mulch of cow manure. It is also well to give them bone meal at regular intervals. In the summer it is well to mulch your beds with leaves so as to protect the roots from the sun. The soil should be kept moist to a depth of two feet at all times if possible.

All the old wood should be kept out and if the roses are cut regularly you will in this way keep your bushes in good condition. A general pruning should be given in October or November to produce winter bloom. They can be pruned again in March to produce the next crop of bloom. All wild root shoots, if any appear, should be cut off smooth at the point where they break away from the root.

Insects will most likely come along sooner or later and they should be taken care of as soon as they appear. Aphis or plant lice will most likely be the first to appear. They work on the buds and tender growth. You can easily kill them by spraying with Black Leaf 40.

Thrips are very tiny insects which work in the buds and cause brown spots and edges in the roses. This insect comes in the summer months, generally, and it is controlled also with Black Leaf 40.

Black-spot and Mildew will very often come on the bushes during the cooler months. This disease is controlled best by spraying once a week with Bordeaux mixture.

ROSES—Continued

OUR ROSES ARE ALL TWO-YEAR GRAFTED STOCK

Abbreviations used: (H. P.) Hybrid Perpetual; (H. T.) Hybrid Tea; (Beng.) Bengal; (N) Noisette; (H. N.) Hybrid Noisette; (T) Tea; (Cl.) Climber.

WHITE ROSES

DEVONIENSIS (T. Climbing)—Sometimes called the Magnolia Rose on account of the large blooms and thick waxy petals. The flowers are white tinged with delicate pink. A very strong climber.

KAISERIN AUGUSTA VICTORIA (T. Bush)—The best white T Rose grown. It is especially desirable as a garden rose, to be grown in the open in Florida. Produces bloom almost continually. The buds are long and pointed. They are born on long stems.

KAISERIN AUGUSTA VICTORIA (T. Climbing)—The same as the bush Kaiserin except that it is a climber.

MAMAN COCHET, White (T. Bush)—A strong vigorous grower and profuse bloomer. Flowers are pure white or white with a very delicate pink tint on the outer petals.

MRS. DUDLEY CROSS (H. T. Bush)—Beautiful creamy white with edge of petals carmine and rosy yellow at base. Fine formed buds opening into full double blooms. Strong vigorous grower.

PINK ROSES

DUCHESS DE BRABANT (T. Bush)—One of the best all around garden roses ever introduced. A strong grower; in full bloom almost constantly. Flowers are light rose shading to salmon.

MAMAN COCHET, Pink (T. Bush)—A very beautiful light pink shaded with salmon yellow. Outer petals splashed with bright rose. Extremely large long pointed buds.

J. L. MOCK (Jonkheer) (H. T. Bush)—Very similar to the old La France but larger. Flowers are large and well shaped. Color varies from bright rich pink to silvery white on the inside. A vigorous grower.

Paul Neyron (H. T. P. Bush)—The largest flowered rose grown, often measuring five inches in diameter. Color is a deep shining pink. Strong and vigorous. A very desirable variety.

RADIANCE PINK (T. Bush)—The most satisfactory rose ever introduced into Florida. No one should be without this wonderful. The cup shaped flowers are a very beautiful shade of sort carmine pink, deeper on the outside than on the inside of the petals. Flowers very large and born on long stems. Strong growing variety.

RED ROSES

GENERAL JACQUEMINOT (H. P. Bush)—Large brilliant red, fragrant flowers with long

stems. This is one of the oldest varieties but always popular.

LOUIS PHILLIPPE (Beng. Bush)—This is another old favorite. Strong healthy grower. Produces an abundance of dark red flowers.

PAPA GONTIER (T. Bush)—Long brilliant cherry red buds, semi-double. An abundance of bloom is produced at all seasons. Medium, upright growth.

RADIANCE, Red (T. Bush)—The finest red rose for out-door growing in Florida. Flowers are of exquisite form, deep rich red color which does not fade readily. The stems are long which makes it very desirable as a cut flower.

REINE MARIE HENRIETTA (T. Climbing)—Flowers are deep cherry red in color. Fine buds opening into large delicately scented blooms. A vigorous climber and free bloomer.

TEPLITZ AN GRUSS, Same as Virginia R. Cox (H. T. Bush)—A very dependable sweet scented dark red rose and a free bloomer.

SALMON AND YELLOW ROSES

CHROMATELLA (N. Climbing)—Sometimes called "Cloth of Gold." One of the best yellow climbers. Lemon-yellow color with long pointed buds. Fragrant; a vigorous climber and a good bloomer.

ETOILE DE LYON (T. Bush)—A very beautiful rose, bright sulphur yellow, of fine form and large size, double flowers.

Mme. MELANIE SOUPERT (H. T. Bush)—Salmon-yellow shaded pink. Buds very long and beautiful. Strong grower and free bloomer.

MARECHAL NIEL (N. Climbing)—The famous old standby of the South. The flowers are a beautiful clear canary yellow and fragrant.

PERLE DES JARDINS (T. Climbing)—A very attractive climber with lemon yellow color-buds which are long and pointed. Very free bloomer.

SAFRANO (T. Bush)—A strong growing bush producing salmon colored buds of exquisite shape and semi-double flowers. Profuse bloomer. An old rose but always a favorite.

SOLFATARE (T. Climbing)—Flowers are clear sulphur-yellow. Large and very double, free bloomer and if desired it may be pruned to make a very desirable bush rose.

SOLIEL D'OR (Per)—Produces very lovely yellow buds, of large size and very full. Retains its color well.

SHADE TREES

Nothing is more essential to a home than shade trees. Well planted healthy shade trees add attractiveness to any town or city streets and parks. They should be given first consideration in planting on home grounds, not only serving as a back-ground for the home, but often concealing out-buildings or unsightly views that should be screened.

Shade is of especial value in the South due to our long summers. All the trees we list in this catalogue have been carefully tested in this section of Florida and found to be perfectly satisfactory.

Pot-grown trees may be planted at any time as their roots are disturbed but little. The open ground trees should be set during the winter months, when they are dormant.



ACACIA FLORIBUNDA—A quick growing species of Acacia of pendulous habit, long narrow leaves; flowers are small and light yellow in color.

BAUHINIA ALBA (Mountain Ebony or Bohemian (Shrub)—A very showy small tree or large shrub. Very attractive with its odd twin leaves which close at night. Large, fragrant orchid-like flowers are produced freely in early spring. Flowers are pure white.

B. Purpurea—Very similar to Alba except that the flowers are lavender or pale purple shades.

CORNUS FLORIDA (Dogwood) **White**—A small but attractive deciduous tree, blooms in the spring and the fruit ripens in the fall. It is very showy with its bright scarlet coloring. Foliage is a bright rich green.

CINNAMOMUM Camphora (Camphor Tree)—A handsome tree, very dense at top, with wide spreading branches. Can be used as shade trees or trimmed to any size for hedges or wind-breaks. Hardy throughout Florida. All Camphor trees are severely pruned back before shipping.

DELONIX Regia (Royal Poinciana)—One of the most striking and beautiful of tropical trees. Very rapid grower, with wide spreading scarlet flowers, often 3 to 4 inches across, during spring and early summer.

EUCALYPTUS ROBUSTA (Swamp Mahogany)—The most desirable of all the many varieties of the Eucalyptus family. It is a rapid grower and is unusually fine as a shade tree, has broad leaves and makes a low wide spreading growth. We have discontinued growing all other varieties of Eucalyptus in favor of this particular one.

FICUS Altissima (Rubber Tree)—A very tall, vigorous tree, with large, thick roundish leaves beautifully veined. A fine quick growing shade tree for extreme South Florida and the Tropics.

F. Benjaminii—A very attractive rubber tree with small leaves and a more or less weeping habit. A good tree for street planting and also for the lawn. It cannot be considered hardy in the section about Tampa in exposed positions.

SHADE TREES—Continued

F. Elastica (India Rubber Tree)—The most common of all rubber trees. Grows to immense size, reaching a height of 100 feet in the tropics. The leaves are very dark, glossy green and leathery, growing to 12 inches in length. It is of very easy culture and, because of its handsome appearance, should be much used in interior decorative work. Very rapid grower.

F. Elastica Variegata—Similar to *Elastica*. Leaves are creamy white and bright green.

F. Pandurata Majestica (Carnero)—The odd construction and mammoth leaves of this new decorative plant make a very striking appearance. The leaves are guitar-shaped with the larger end out, stiffly uprising from the central stalk. They are very thick and rubbery, 10 inches wide by 15 inches long; dark green, with creamy white veins which on under side are purple and boldly projecting.

GREVILLEA Robusta (Australian Silk Oak)—A tall beautiful shade tree with fern-like leaves. Grows rapidly, reaching a height of 120 feet, but by cutting out the top when it has reached a good size makes a fine spreading tree. It is evergreen and well adapted to growing as street or lawn trees in South Florida. Has quantities of deep yellow flowers in spring. Fine for decorations when small.

JACARANDA Mimosaeifolia—One of the loveliest trees for South Florida planting. The foliage is very finely cut, almost fern-like. Beautiful lavender-blue flowers are borne in great abundance in May.

MELALEUCA LEUCADENDRON (Punk Tree)—Grows easily in the poorest soil in much the same way as *Eucalyptus*. Belongs to the Bottle-brush family. Will grow and do well on low wet soils. It is of tall slender habit, making it very valuable as a landscape subject in many locations.

MAGNOLIA GRANDIFLORA—One of the finest of the broad leaved evergreens in the South. Has heavy dark green waxy leaves, flowers are very large and pure white. They are shaped like a rose only several times as large.

PARKINSONIA Aculeata (Jerusalem Thorn)—A small thorny tree growing to a height of about 30 feet. Branches, pendulous and bearing long narrow, feathery leaves. It is a mass of bright yellow flowers in late spring.

PLATANUS, Occidentalis (Sycamore or Buttonwood)—American Plane-tree; a large quick growing shade tree which will attain a height of 100 to 130 feet. Bark of branches and trunk are often very light color almost creamy white. It is of deciduous habit and is an excellent street and park tree. It is not injured by any fungus diseases.



GREVILLEA ROBUSTA

PRUNUS CAROLINIANA (Cherry Laurel)—A beautiful broad leaved evergreen tree or large shrub. Leaves are rich dark green and shiny. Can be trimmed to any shape desired. It is a very satisfactory hedge subject or if let grow to its full height it will make a tree of 30 to 40 feet in height.

PODOCARPUS, Macrophyllus—An attractive tree which very much resembles the English yew as to the nature of its leaves except that they are larger. Makes attractive specimen trees which grow from 40 to 50 feet in height.

QUERCUS OAK—There are two kinds which are native to this State and which make very attractive shade trees for planting about the home and as street trees.

LAUREL OAK (Commonly Called Water Oak)—This oak has light green leaves and is a rather rapid grower. The most common of the oaks.

LIVE OAK—This is the most satisfactory oak for long life, it is of slower growth than the Laurel Oak. Has thick dark green leaves.

SHRUBS AND FLOWERING PLANTS

Flowering shrubs are really the foundation about which all other planting is done. They are things of beauty the whole year through and many of them are really wonderful during their blooming period.

No home can be complete without a mass planting of shrubs and flowering plants about the foundation of the house. They are lovely for grouping on the lawn at advantageous points in corners, etc.

A hedge of these beautiful plants is far more attractive and much less expensive than the best looking fence that money will buy. When planning your new home or the remodeling of your present one use hedge plants instead of fences, their living beauty will repay you many times over for the amount invested.

Soil should be thoroughly spaded. A liberal quantity of good commercial fertilizer or well-rotted cow manure carefully worked into the soil will make strong, vigorous, healthy growth. Occasionally cultivate to keep down the weeds and a little top dressing of manure will add much to the growth.

When planting do not overcrowd. Allow sufficient room for future development unless immediate effect is required, in which case set plants closer and when necessary some of them may be removed.

ABELIA Grandiflora—An evergreen shrub with dark green glossy leaves which become bronze colored in winter. Tubular flowers, white tinged with pink at base, delicately scented, are freely produced in clusters from early spring until late fall. This is one of the most satisfactory additions to the list of hedge plants. Can be pruned flat or rounded on top. When planted singly or in groups it will add a touch of beauty to the lawn all the year around. Hardy south of Kentucky.

ACALYPHA—See foliage and decorative plants.

ALLAMANDA Neriifolia—A dense evergreen shrub reaching a height of 6 to 8 feet, with yellow flowers.

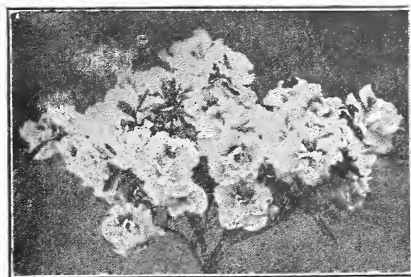
One of our best shrubs, it is in bloom nearly all the year around at various times. Will grow on almost any land either high and dry or just the opposite.

Other varieties of Allamandas listed under Vines can also be kept pruned and used as shrubs.

ASCLEPIAS TUBEROSA (Butterfly Weed)—Quick growing shrub, which if kept pruned back while it is young makes a very compact bush. Flowers are of flame color shading to red and are very delicate and pretty. After the flowers fade the plant is covered with cotton appearing pods which contain seed. Will grow on any kind of soil.

ASSONIA Wallichii—This makes a large shrub or small tree up to 30 feet high, with large, velvety leaves and lovely pink flowers in large, compact, drooping bunches in winter. A very showy plant when in bloom. Especially fine for the big open border, where it can have plenty of room to develop.

AZALEA Indica (Indian Azaleas)—These beautiful shrubs are perfectly hardy as far north as Central Georgia. They require a somewhat shady situation where they are protected from the hot afternoon sun of summer. The best soil is one containing an abundance of leafmold, peat and sand, but soil should be well drained. Should be kept well mulched with rotted leaves, preferably leaves of hardwood trees. Water should always be furnished abundantly.



AZALEA

BAUHINIA Alba—See Listing under shade trees.

Purpurea Triandra (Mountain Ebony)—Listed under shade trees.

Buddleia, Asiatica—A very quick growing shrub bearing a generous quantity of white scented flowers on long spikes.

Buddleia Officinalis—Of the same habit as B. Asiatica except that flowers are light lavender in color.

BUDDLEIA Veribilis Magnifica (Butterfly Bush)—A magnificent shrub. Hardy and thrives in all sorts of soil. Very rapid grower. In the spring the old plants should be cut back to the ground and they will throw up a fresh, strong growth. In South Florida plant in the autumn for winter flowering. Long spikes of fragrant lilac-colored flowers, often 10 inches in length by 3 inches in diameter, are borne in great profusion throughout the summer and fall.

SHRUBS AND FLOWERING PLANTS—Continued

CAESALPINA Pulcherrima (Dwarf Poinciana)

—One of the most popular shrubs, growing from 6 to 10 feet high, with rather small pinnate leaves. Very showy with its bright red and yellow flowers, which are borne in great terminal clusters during the larger part of the year.

CALLISTEMON, C. Rigidus (Bottle Brush)

—A very popular shrub growing from 5 to 10 feet high according to the soil conditions. If trimmed back when they are young they will make very bushy compact bushes. They are very hardy even in North Florida. Leaves are very narrow and dark green in color. Flowers are bright red spikes that appear in April lasting through until June.

CESTRUM Nocturnum (Night-Blooming Jasmine)—A large rank-growing shrub with flowers greenish in color, opening about sundown and emitting a very heavy fragrance. Blooms at intervals throughout the year.

CHRYSANTHEMUMS—We carry a fine line of these beautiful plants in both the large flowering and the Pompons. Colors are white, pink and yellow in the large flowering, white, yellow and pink in Pompons. Plant in May, June or July.

DAEDALACANTHUS NERVOSUS—A very compact growing shrub bearing spikes of deep blue flowers during the winter months. Grows from 3 to 4 feet high. Dark rough appearing green leaves.

CUPHEA Micropetala—A shrub, more or less branched, 1 to 2 feet high. Flowers scarlet at base; yellow towards the top, and greenish at the mouth.

EUPHORBIA Pulcherrima (The Poinsettia)—A well known plant which is especially popular as a Christmas pot plant. Can be grown in the open in warm countries. The great scarlet bracts, from 6 to 12 inches across, are very brilliant and attractive, remaining vivid for many weeks.

E. Double Red—The same as the single red poinsettia except that the flower has a double set of bracts in the center.

E. White Poinsettia—This is like the common Poinsettia, except the bracts are white.

E. Pink Poinsettia—Similar to the above except flowers, which are a very delicate pink.

GERANIUMS—There is a large family of the Geranium, of which we have a good collection in both double and single varieties.

G. Alphonse Ricard—Large trusses of double bright orange-red flowers.

G. Beaute Poitevine—Semi-double. Free bloomer, bearing large bright salmon-pink flowers.

G. Helen Michell—Compact grower; medium dwarf, with pretty green foliage and large flower heads. Scarlet.



POINSETTIA

G. La Favorite—Double. One of the finest, with large trusses of pure white flowers.

G. Marquis de Castelaïne—One of the largest Geraniums. Deep rosy scarlet color shading to pure scarlet at edge of upper petals.

G. S. A. Nutt—Double. Its dark crimson flowers make it the darkest and richest Geranium grown.

HIBISCUS Rosa-Sinensis (Chinese Hibiscus)—One of the finest and most satisfactory shrubs for Florida planting. May be planted single or in groups and does exceedingly well as a hedge, standing clipping well. In the North they can be grown as a house plant, if kept in a warm sunny window during the winter, and will bloom profusely, making a fine decorative plant, but during the summer, if planted in open ground, they make a gorgeous display with their enormous bright colored flowers.

H. Double Pink (American Beauty)—One of the best. Very double rich carmine pink flowers.

H. Double Scarlet—Very attractive with its deep scarlet colored flowers. Not so strong a grower as the single varieties, but a very free bloomer.

SHRUBS AND FLOWERING PLANTS—Continued

H. Peachblow—A very beautiful variety and a vigorous grower. Flowers are large, double and salmon-pink color with darker centers.

Single Pink—Flowers are pink and of large size, usually 4 to 5 inches across.

H. Single Scarlet—This variety is very popular with its glittering scarlet flowers which are borne throughout the entire year.

Single Orange (Euterpe)—This variety makes a very large bush and is very attractive with its delicate orange flowers with red throats. Free bloomer.

H. Versicolor—Pinkish red streaked with white.

H. White—A fairly recent introduction in this section and not commonly grown. It opens its large single flowers with just a faint tinge of delicate pink but soon fades out to white.

HYDRANGEA (Hortensia)—Nothing is more attractive than a mass of well developed Hydrangeas. They are very vigorous, healthy and rapid growers, generally hardy in the South. Bear immense heads of flowers varying from white to blue and pink, according to the soil in which they are grown. We cannot guarantee the colors in different localities. Blue is a color that is not fixed in Hydrangeas. It is controlled entirely by soil conditions. They thrive best under partial shade and require a liberal supply of water during their season of growth and flowering.

H. Avalanche—A splendid large white.

H. E. G. Hill—Fine pink, trusses of immense size, vigorous grower, foliage large and attractive.

H. Maurice Hamar—Delicate flesh-rose color, in some soils a beautiful deep blue.

H. Mousseline (Plumbago Blue)—Described by the introducer as mauve—rose with cream-colored center. Flower heads large and erect.

H. Otaksa—An old favorite used extensively as a potted plant at Easter. Produces large clusters of flowers, pink or blue, according to the soil. Strong grower, and one of the most satisfactory for out-door planting in South Florida.

H. Thomas Hogg—A very desirable variety with immense trusses of pure white flowers.

H. Trophée—Vigorous grower, free bloomer. Deep red.

Jasminum Gracillimum (Star Jasmine)—A rapid growing shrub which can also be trained as a vine when desired. Flowers are star shaped, very similar to *J. Pubescens*. Flowers are pure white.

J. Pubescens—A very valuable shrub for use as a cover plant around foundations or for tying in larger shrubs to the ground. It also may be trained as a vine if desired. Pure white flowers.

JASMINUM Sambac (Grand Duke)—A fragrant Jessamine with dark green glossy foliage and very double, white waxy flowers.

J. Sambac (Maid of Orleans)—Very fragrant semi-double white flowers continually in bloom.

Justicia Compacta—A large quick growing shrub with bright rich glossy green leaves. It is covered with bright red spikes during all the summer months.

LAGERSTROEMIA Indica (Crepe Myrtle)—One of the most beautiful shrubs or small trees, reaching a height of 15 to 20 feet. They are hardy and easily grown. The masses of flowers which appear in great abundance throughout the summer are beautifully fringed and borne in large clusters. Very desirable as a hedge plant, single specimen or when in mass planting makes a most striking effect.

Alba Perfecta—A very free flowering variety bearing large clusters of pure white crepe-like flowers.

Carmine—Very bright colored flowers.

Pink—The most common variety. Very popular with its clear pink flowers.

Purple—Flowers of medium size are light purple shading to bluish-pink as they fade, or lavender.

LANTANA—A very showy, hardy shrub with verbena-like flowers. Especially fine for bedding or baskets. Is almost continuously covered with bloom.

Alba Perfecta—Flowers white with yellow centers.

Craig—Flowers orange yellow changing to crimson. Free bloomer.

Mer. Jaune—Flowers changing from deep yellow to deep orange.

Mrs. McKinley or Weeping Lantana—This variety is especially fine for hanging baskets, window boxes or vases. Flowers of a delicate rosy lilac are borne freely all over the plant from the base of each leaf stalk.

Nandina Domestica—A beautiful evergreen shrub. Will do well on most any type of soil and either in shady or sunny locations. Foliage is green in summer and tinged with red in winter. Bears white flowers which are followed by bright red berries.

NERIUM (Oleander)—One of the most satisfactory, free-blooming evergreen shrubs adapted for Florida planting. Hardy as far north as Central Georgia. It is also valuable as a tub plant for the home in the North. The leaves are long and narrow. The flowers, which are borne in loose clusters, are very showy and produced freely.

Carmen—Single, flesh-colored flower with pink lines in throat.

DeBrun—Double, deep crimson flowers.

Double Red—A very good red with white markings.

Madonna Grandiflora—Double white flowers of large size. The most popular of the double whites.

SHRUBS AND FLOWERING PLANTS—Continued

Shell Pink—A pretty single variety with beautiful shell-pink flowers.

Single Red—A good single variety.

Splendens—One of the most common. It is very pretty with its double pink fragrant flowers.

PHYLLANTHUS Nivosus (Snowy)—Shrub with rather loose wiry branches somewhat zigzag. Leaves green variegated with white, giving it the appearance of being covered with snow. Fine for low hedges, borders, etc.

P. Nivosus Atropurpureus—Leaves and stems purple.

P. Nivosus Roseo-Pictus (Rosy Painted)—The leaves are beautifully mottled with green, white, pink and red.

Psidium, Red Cattley Guava—A very valuable evergreen shrub with dark rich glossy green leaves. It is very seldom attacked by any insect; is very useful in larger border plantings. Fruit is not large.

Punica Granatum (Pomegranate)—A beautiful shrub producing an abundance of white and pink flowers all through the summer. The fruit is also very valuable, of good color and fine flavor.

Rhodomyrtus Tomentosus (Down Myrtle)—A large growing shrub bearing flowers of bright pink color. Grows well on any kind of soil. The fruit is edible and of value.

Sanchezia Acanthaceae—A very pretty shrub growing rapidly to a height of 3 to 5 feet, leaves are of light green color and veined with white markings. An unusual plant, valuable to use to bring out a contrast in evergreen plantings.

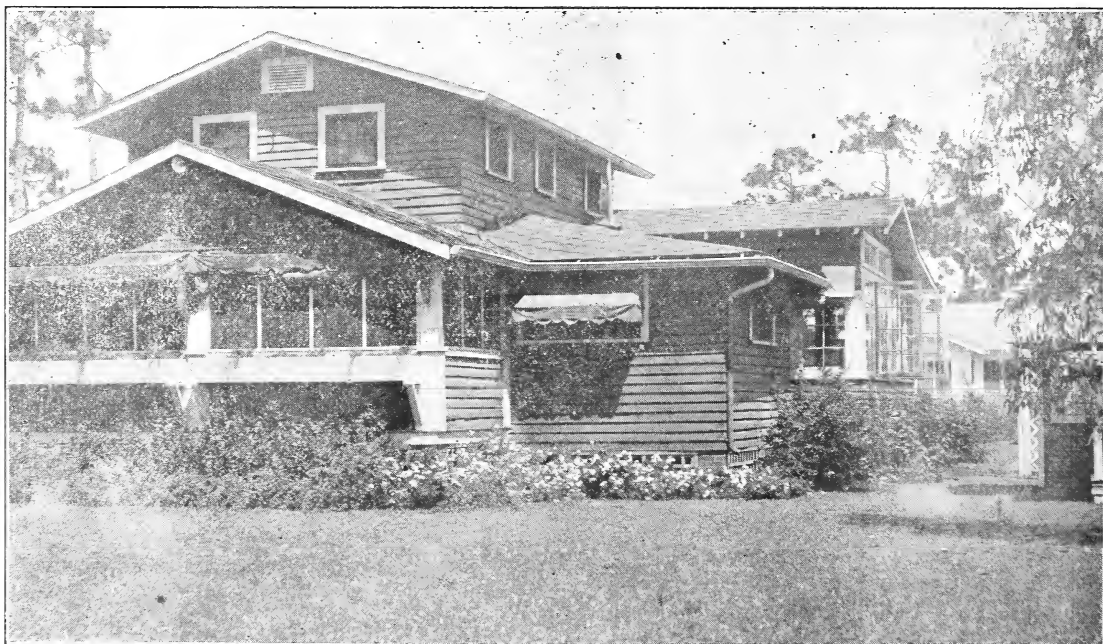
SCHINUS Terebinthifolius (Brazilian Pepper)—Very attractive large shrub bearing great masses of scarlet berries in winter and spring. Valuable as a large shrub in big open borders and grows well under most average conditions, but will not stand being exposed to salt spray or strong winds along the seashore.

STENOLOBIUM (Yellow Elder)—A tall, rapid growing evergreen shrub producing quantities of fragrant yellow flowers in autumn.

TABERNAEMONTANA Coronaria (Crape Jasmine or Rose Bay)—A beautiful shrub with dark, glossy green leaves and large, pure white double flowers. Blooms at intervals throughout the year.

TECOMA CAPENSIS—A very beautiful shrub or vine. It can be grown either way. Produces scarlet and orange colored flowers nearly all months of the year which are very bright and attractive.

THUNBERGIA Erecta—A fine small shrub growing about 4 to 5 feet high with smooth dark-green leaves and bearing gloxinia-like royal purple flowers with yellow centers. Blooms almost continually throughout the year.



Lawns--Proper Planting and Care



No single feature connected with the landscape development of your property is so important as the lawn. The lawn is the base for all planting, it is the central feature and requires the best attention in all details. Without a lawn one can never have beautiful grounds regardless of how many trees, shrubs, vines or other plants that may be placed in order about the home.

GRADING is the first and one of the most important steps in the making of a beautiful Lawn. The grade should always slope away from the building, in order that all water will run away from rather than under the house. In planting a St. Augustine Lawn (which is the best) the grade should be two inches below the sidewalk level in order that the moisture and fertilizer will be retained by the ground. A fine St. Augustine Lawn can be had on any kind of soil if the proper amount of water and Commercial Fertilizer is applied. St. Augustine Grass makes a mat three inches thick.

If it is desired to add humus to the soil a good leaf mould is the best to use, never use muck, as it will dry and burn the small feed roots of the grass and eventually kill it. Dairy Manure is not desirable for Lawns, owing to the fact that it brings with it seed of every kind of weed and a fine seeding of sandspurs. Muck will also bring in weeds and mosses which it is nearly impossible to ever remove from your Lawn.

Weeding is very slow work and regardless of the class of labor that you employ it is expensive, so it is advisable to keep weed seed from getting into the Lawn at all times. A mixed Lawn is never attractive, either have a St. Augustine or a Bermuda Grass Lawn, remove all weeds, other grass and roots except the one you wish to grow. All ground should be carefully graded, leveled and rolled before planting.

To make a Lawn in a reasonable time the grass plants should be set in rows eight inches apart and the plants ten inches to the row. A bushel of grass planted in this manner will plant twenty-five yards.

After a Lawn has been planted for a few months it should have a top dressing of good rich soil. Any brown spots that show up in the Lawn should at once be treated with a soil top dressing. For Lawns infested with leaf hopper a treatment of Tobacco Dust must be applied at the first sign of the insects and continued until the hoppers have been killed.

Chinch bugs have been the worst pest the lawn owner has had to contend with in Florida for many years. The first sign is yellow patches showing in an otherwise green lawn. On close examination you will find small black holes in the blades of all the grass in the infected area. It then begins to get brown and quickly dies.

The experimental work of the State Agricultural Department at Gainesville has proven that Calcium Cyanide Dust is the best and most effective agent with which to control and kill Chinch bugs. The material should be applied to the grass in dust form as evenly as possible. The easiest way to put it on is with a dust gun. One must take care, however, not to let too much of the Calcium collect in one place as it will burn the grass.

The Calcium Cyanide should be applied when the grass is dry and watering should be omitted for one day after applying the calcium dust. Water releases the gas at once when coming in contact with the calcium dust, so if you water it at once it will do little good. Chinch bugs generally appear during the dry periods of the rainy season. We carry Calcium Cyanide Dust and Dust Sprayers in stock at all times. You should take action at once when the first brown spot appears in your lawn. The trouble is easy to control if you start early but very difficult if it is allowed to spread over the entire lawn.

To maintain a beautiful lawn you must fertilize it regularly and give it plenty of water during the dry periods. One should be especially careful during the rainy season to water during the dry days as the rains bring the feeder roots very close to the top and they must have water or the sun will burn them.

The plan illustrated is prepared in a general way to appeal to the average home owner.

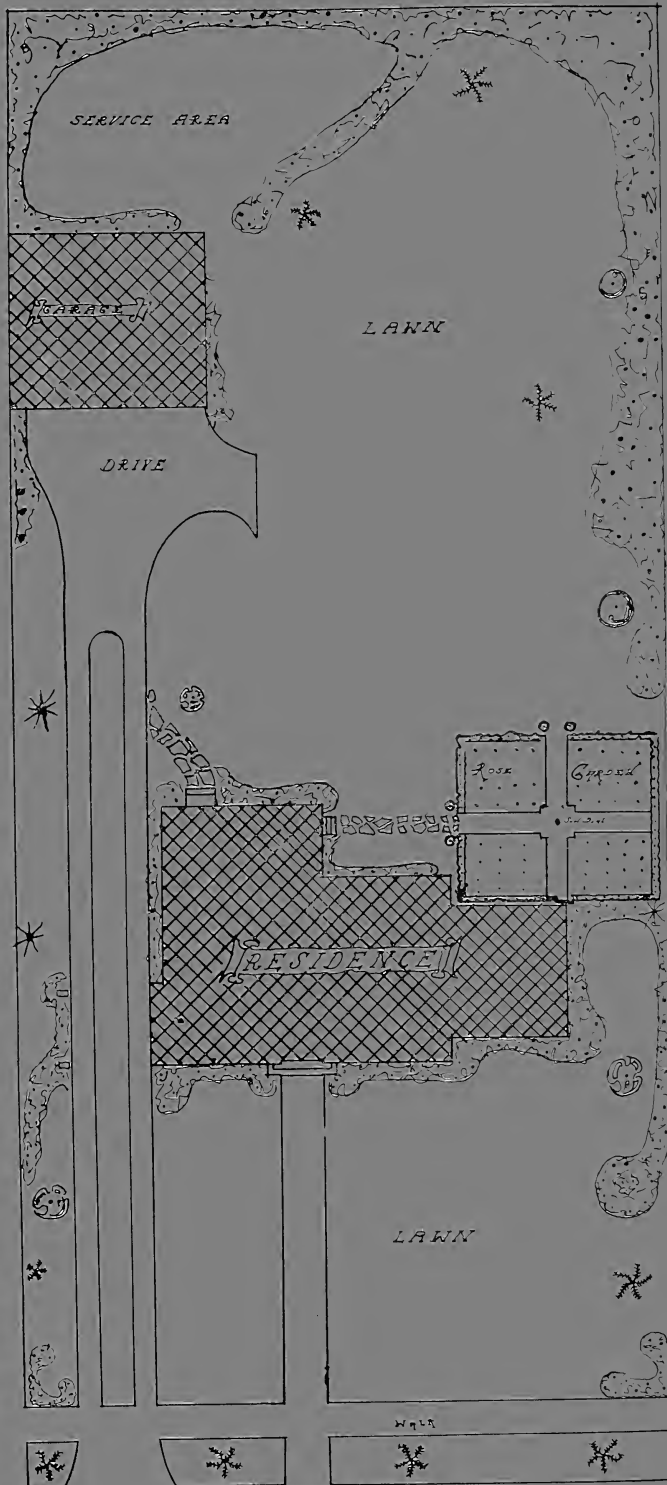
Sometimes either because not planning or not giving proper time or thought in regards to beautifying the home one makes many mistakes which cause loss of time and money. So if you will study this plan such mistakes can be overcome, providing your problems are of similar nature. This plan is offered to assist you to make your home more beautiful. Suggesting material suited to this locality and not specifying exact material as tastes vary as well as styles of architecture.

You should study carefully the location of your buildings, walks, drives and above all height of foundation before contract is let to build. Careful thought should be given as there can be many mistakes made which always prove unsatisfactory. After the home is considered definitely located, the dividing of the property into various areas becomes necessary.

There are three general areas: First, the public area, the portion of the property known as the front yard. Second, the private area developed for the pleasure of the home owner and his guests. Third, the service area set aside as a service yard. Having the three general areas divided you could then further divide these as you may desire.

Consider first the public area. You should always keep in mind it is your duty to do everything in your power to make your street more attractive, therefore the public area is of great importance because it forms the setting of your home as viewed from the street, and it should be treated in this manner. Have you ever stopped to consider how many more people view your home from the exterior than do its interior? To be plain, often times people spend hundreds and even thousands of dollars furnishing the interior of their homes reserving only a few dollars for the grounds. The treatment of the public area is largely a part of plant arrangement. You should study both the foundation and border plantings in detail and also the elevation. Then the selection of the plants is a matter of detail and exposure.

The greater portion of the lawn should be unbroken by planting as shown by the plan. When others in your block omit planting along the property line such as hedges, etc., in front of the house to the sidewalk it would be only right if you do likewise. Always select hardy plants for northern exposure that will stand cold and wind.



Trees and large growing palms should be used to frame the house and where shade is needed as plan illustrates.

The private area is commonly used for outdoor activities and play grounds. It is desirable to screen it from view of the street which can be readily accomplished by the use of large size evergreen shrubs. As the plan shows this area is simply an open lawn bordered by trees, shrubs and palms also foliage plants of various varieties. Garden furniture and vines form a pleasing decorative portion of this area, as can be noticed among our new subdivisions.

The service area should be screened from view by high mass plantings. Be careful to arrange walks, etc., that easy access can be had both from the street and to the kitchen.

There are now many devices on the market on which to hang clothes that are removable and out of sight except when in use which are more adapted to the modern home than the stationary clothes line. If a vegetable garden is wanted it should be included in this area.

Having thus described the areas the following material is suggested which is well suited to this vicinity. For dwarf shrubs use Plum-

bago, Jasminums, Cuphea, Abelia and Ixora. For medium sized shrubs use Pittosporum, Allamanda Nerifolia, Callistemon, Phyllanthus and Ligustrum. Large sized shrubs Duranta, Hibiscus, Tabernaemontana, Oleanders and Schinus. Foliage plants: Acalypha, Crotons, Coleus, Dracaenas, Pandanus and Caladiums. For quick growing shrubs for forming screens use Assonia, Palm Grass, Pampass Grass, Australian Pines and Buddleia. Specimen plants and trees: Italian Cypress, Arborvitaes, Palms, Callistrus, Mellaleuca, Jacaranda, Cryptomeria Japonicum, Eucalyptus, Royal Poinciana and Podocarpus. Having mentioned above the varieties most commonly used there are still many plants which could be added.

Suggesting material brings to mind the many places garden furniture, if properly placed can be used to pleasing advantage. We stock and manufacture garden furniture and are willing at any time to help you determine the place on your grounds which can be increased in beauty by the use of this material which includes urns, vases, oil jars, sun dials, gazing globes, boxes, pedestals, arbors, trellises and pergolas.



HELPS AND HINTS ON PLANTING



SOIL PREPARATION—In the case of new land it is best to dig up the ground and add lime to it three or four times, and about two weeks apart before doing any planting. The lime, air and sun will sweeten the soil and counteract the acid which is found in all new land. In planting in old soil it should be carefully spaded up and all weeds, grass, etc., removed.

RECEIVING PLANTS—When the plants reach you be sure to remove them from the box promptly and, if possible, plant at once. If planting must be delayed remove wrapping material from about the foliage. Dig a hole or trench in a shady place and carefully cover the roots of the plants with soil, then water thoroughly and keep the roots moist during the time that they are healed down in this manner.

SETTING—In the case of pot-grown plants (we consider that the soil has been properly prepared) make a hole slightly larger around and considerably deeper than the clump of soil about the roots of the plant, put in a generous quantity of well-rotted cow manure into the hole and mix it well with the soil, then put the plant in place and set it about one inch deeper than it was in the pot. **Be careful not to break the clump of soil from the roots of any pot-grown plant.** Plants from open ground should be carefully looked over and any broken roots removed. Prepare a hole large enough to receive the roots of the plant opened out in their natural position. Manure should be used the same as in planting the pot-grown plants. Plant about one inch deeper than the plants were growing in the nursery.

WATERING—For the first three weeks after plants have been reset, or until they have fully re-established themselves, they should be watered every evening. This direction is for the average Florida soil, and does not apply to wet or extremely shady places. Established potted plants and hanging baskets will be greatly improved if placed in a bucket or tub of water for about fifteen minutes every week or ten days. This method will insure all the soil and center of the roots getting thoroughly saturated.

DISTANCE APART—The average street tree should be planted from 30 to 50 feet apart. A serious mistake is very often made by the planting of street trees entirely too close together, giving an effect in time which is really worse

than if no trees had been planted at all. Too close planting stunts the growth of the trees and makes them deformed and extremely unsightly.

In making base plantings about the house one must consider first the color of the buildings, the height of the house and the height of the window sills from the ground. To secure the best results and development from your plants when using them in base plantings it is best to set the plants the same distance apart that you wish them to grow in height. For instance, we will say that the distance from the ground to the window sills is three feet and the house is of the popular bungalow style, you would then set your plants three feet apart. It is not, as a general rule, advisable to allow your plants to grow much above the window sills.

Be very careful in the selection of your colors in planting. If your house and other buildings are either white or green you may use any color of foliage or blooming plants that you like best as either white or green are neutral colors. If your house is a bright distinctive color you should at least use a base planting of evergreens between the foundation and the other blooming or foliage plants you wish to use.

On houses that do not have eaves troughing it is necessary to find where the drip comes, and either plant inside or well outside of this drip line. Where there is no drip to contend with, a distance of 18 to 24 inches from the house is the best planting distance.

OPEN LAWN SPACE—Be sure to have plenty of open lawn space as nothing adds so much to the general appearance of a place as a bit of open, green, cool-looking lawn. This fact must be considered carefully in the planting of the small city lot, as it is of great importance, the space lying between the front of the house and the sidewalk should be kept clear of all shrubs with the exception of the base planting directly against the house. A single sp-ciman tree or Palm can often be used in this space to very good advantage.

In numerous locations group plantings at the corners of the lot are very effective. In the case of large estates entrance plantings at the gates or drive way entrances are beautiful and necessary plantings.

SHRUBS FOR HEDGES AND BORDERS

ALTERNANTHERA AUREA NANA—A most attractive low border or lettering plant useful in numerous places for formal borders around walks or flower beds. It is the best plant to use for lettering as it will stand regular pruning every week. Foliage is bright green with yellow tips.

A. Brilliantissima—The same as *A. Aurea Nana* except that the foliage is red in color. It is used very often as an alternate plant with the green. The contrasting colors in the foliage is very attractive.

BOUGAINVILLEA, Glabra Sanderiana—The purple bougainvillea vine which can be trimmed into one of the most serviceable hedges possible to grow. If planted about a foot apart this vine will make a hedge that will keep out all small animals such as dogs, chickens, etc. It is also very beautiful.

CANNAS—We grow a good assortment of the best varieties of these quick growing bulbous plants. This is a very valuable item for beds and borders. For description of varieties see Tuberous, Bulbous and Herbaceous Plants.

CARISSA Grandiflora—An attractive hedge plant with bright green foliage, attractive red fruits and white flowers. Plants have thorns which makes it serviceable as a protective hedge plant.

CASUARINA CUNNINGHAMIANA (Australian Pine)—Very desirable where a plain evergreen hedge is desired. May be pruned to any desired height or shape. It is also very attractive as a large hedge for screening out unsightly views or buildings. Will grow to 80 feet in height.

CUPHEA HYSSOPIFOLIA (Erica)—A small low growing plant with very narrow leaves bearing tiny lavender flowers continually all through the year. It is very attractive where a low border is desired. Requires very little pruning to keep it uniform.

DURANTA PLUMIERI (Golden Dewdrop)—A very satisfactory fast growing hedge plant reaching a height of 10 to 12 feet if desired, or can be pruned to any desired height. Delicate lilac colored flowers are born in great profusion followed by yellow fruits hanging like small pendant golden balls.

EUGENIA UNIFLORA (Surinam Cherry)—The most attractive evergreen hedge for planting in Florida. Prune as you would the privet hedge in the Northern States. It can be kept trimmed in a formal hedge at any height from 12 inches up to 15 feet. Color in winter is a copper bronze.

EUGENIA HOOKERIANA—Very similar to *Eugenia Uniflora* except that it is a larger growing shrub and may be used to advantage as a screen or large mass planting. Bears red fruits.

HIBISCUS, Rosa-Sinensis—Used extensively for hedges, although it is really not a hedge plant. It is very pretty, however, and a most attractive blooming shrub. Will not stand the necessary pruning to make it a real compact hedge plant. For description and list of varieties see shrubs and flowering plants.

IXORA—Beautiful shrubs growing from 3 to 5 feet high with rich dark glossy green leaves. Flowers in red and yellow; very profuse bloomer all through the summer season.

JASMINUM PRIMULINUM—Evergreen shrub of drooping habit; dark green foliage, covered with bright yellow flowers in the spring. A very useful plant to use as a border plant to tie the lawn and larger shrubs together.

LIGUSTRUM JAPONICUM—Useful broad leaved evergreen shrub for either hedges or base planting. It is of compact growth and bright glossy green foliage. Bears small white flowers in May or June.

L. Nepaleuse—Another useful plant of the *Ligustrum* family. Leaves are smaller than *L. Japonicum*. It is a very compact grower, small white flowers in June.

MALVAVISCUS ARBOREUS (Japanese Hibiscus)—A very rapid growing shrub of easy culture. It is very often called a hibiscus but does not belong to this family. Bears quantities of beautiful bright red bell shaped flowers and is almost continually in bloom. Sometimes called "Turks Cap." One of the most popular hedge plants in Florida.

MYRTUS COMMUNIS (Sweet Myrtle)—A very satisfactory shrub or hedge plant for planting in Florida. Bears fragrant white flowers.

OPHIPOGON JAPONICUS—A very useful grass like plant for bordering formal walks and flower beds. It is also useful as a ground cover in shady locations where grass cannot be grown successfully.

PANICUM PALMIFOLIUM (Palm Grass)—A fast growing grass suitable for uses in many places in landscape work. It is of a graceful drooping habit, its leaves resemble young palms which have not thrown up their character leaf. Very fine for borders.

PILEA (Artillery Plant)—A very effective border plant. Has small dark green leaves. Very compact habit of growth. Will grow to about 18 inches high or may be trimmed to any desired height.

PITTOSPORUM, Tobira—A fine shrub with dark glossy green leaves and fragrant yellowish white flowers or very small size. Especially suitable for hedges and mass border plantings.

PLUMBAGO CAPENSIS—One of the showiest and most satisfactory shrubs for South Florida. Constantly bears quantities of large trusses of pale blue flowers. It is very valuable both for mass plantings about the foundation of a building or as a hedge or border.

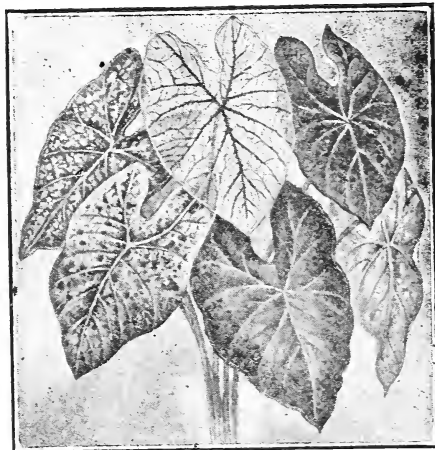
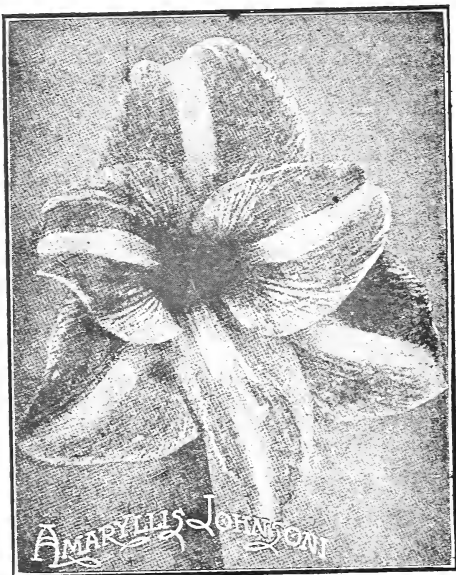
PRUNUS LAUROCERASUS—A very attractive evergreen shrub for hedge, borders and mass plantings; also as a specimen tree.

SEVERINA BUXIFOLIA—A very useful hedge plant of low growing habit. Small dark green leaves. Bears sweet scented flowers which are followed by black fruits.

TUBEROUS, BULBOUS. HERBACEOUS PLANTS

ACHIMINES—Very attractive plant for porch boxes or pot plants. Large purple flowers, velvety leaves, purple on under side. Blooms from April to September.

AMARYLLIS (Johnsoni)—Fine for bedding and window boxes, producing under the simplest conditions one, two or even three spikes, three feet or more high, which are crowned with from three to six large and gorgeous trumpet-shaped flowers of crimson-scarlet color striped with white.



FANCY LEAF CALADIUMS

BEGONIAS Tuberous Rooted—We carry a fine line of assorted colors when in season. Write for prices.

CALADIUMS Fancy Assorted—Leaves beautifully marked with bright colors. There is a wonderful variety of colors to be had in these beautiful plants. They are very decorative for the sun parlor or porch. They are also suitable for use in certain locations as foundation plants. They should be massed with ferns or green foliage plants to bring out their rich colorings.

C. Esculentum (Elephant's Ear)—A green variety of Caladium that produces extremely large leaves often four to five feet long. Their shape is similar to that of an elephant's ear, hence the common name given it.

CALLA LILY (Godfrey Ever-blooming)—Very popular variety for either pot plant or outdoor planting. Flowers are pure white. Bulbs should be planted in October or November. The

ground should be well prepared before planting by giving it a heavy application of dairy manure, which should be mixed well with the soil. Callas like plenty of fertilizer and lots of water all during their growing period. After they have finished blooming they should be allowed to dry down without having any water put on them, after the tops have died down the bulbs should be dug and stored in a dry place where the air can circulate over them.

CANNAS—This is one of the finest plants for general planting. Will thrive in any kind of soil and most any location, but to obtain best results they should be given an open, sunny location, rich soil and plenty of water. Our collection contains the best varieties, both green and bronze foliage.

Allemania—Dark salmon with golden markings. 5 feet.

Austria—Pure canary yellow with crimson dots in throat. 4 to 5 feet.

City of Portland (3½ feet)—Deep pink. Very pretty.

Eureka (4 feet)—White. Large flowered type.

Fire Bird (4 feet)—A fine scarlet, green-leaved variety.

King Humbert—The grandest of all cannas with its bronze foliage and immense trusses of large sized flowers, which are orange scarlet with bright red markings. 4 to 4½ feet.

Matador (4½ feet)—Green foliage. The flowers are of large size, the petals being very broad and rounded. Color is rich scarlet marbled cerise.

Mrs. Alfred Conard (4 feet)—Green foliage; flowers salmon-pink of large size.

TUBEROUS, BULBOUS, HERBACEOUS PLANTS —Continued

Panama—Dull red overlaid old rose, edged and slightly mottled with gold; under side of petals creamy yellow with heavily mottled border of red. 3 feet.

The Express (2½) feet)—Bright scarlet crimson. Large broad flowers in immense trusses. This is the best red Canna.

The President (4 feet)—Rich glowing scarlet in color. Immense round, firm flowers, often 7 inches across are borne in great profusion on strong erect stalks well above the large green foliage. Free bloomer and strong grower.

Wintzer's Colossal—Without a doubt this is the largest flowered canna. The vivid scarlet flower often measures over 18 inches across. Five feet.

Yellow King Humbert—Similar to King Humbert, only foliage is rich green instead of bronze and has brilliant yellow flowers of immense size instead of red. 4½ feet.

GLOXINIAS—A very interesting blooming plant flowering during the spring months. Bears odd bell shaped flowers in the following colors: Crimson, maroon, white and purple, pink edge white center, pure white and mottled.

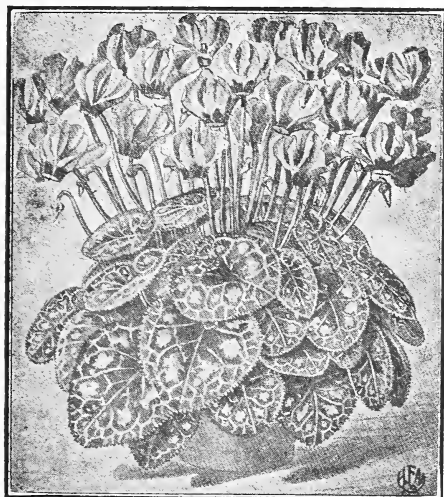
DAHLIA—A delightful plant for the garden. They should be set 2 feet apart, given plenty of sunshine and water, and cultivated well until they begin to bloom, after that stir only the surface soil, just enough to prevent a crust from forming. Dahlias are particularly adapted for seashore use, and not only do well, but thrive, because of the moisture, especially the heavy dews which collect during the night. The Dahlia is one of the easiest plants to grow and will produce more flowers than other plant in the garden, if properly cared for. For growing in the South plant in the spring. There are many different varieties of this charming plant, of which we carry a few of the best, including the following: A. D. Livoni, soft pink extra fine, Maud Adams, pure snowy white, overlaid with delicate pink. Storm King, pure white, Helen Hollis, gigantic scarlet, Cardinal, maroon purple, Cloth of Gold, light yellow.

EASTER LILIES—Few flowering plants can be of more interest in the garden than the well known Easter Lily. It is of easy culture and no flower is more beautiful than this fragrant pure white lily. Plant during October and November. See Bulbs.

EUCHARIS Amazonica (Amazon Lily)—A fine pot plant producing fragrant, pure waxy white star-shaped flowers often about four inches long.

FREESIAS—These graceful fragrant flowers are of the easiest culture. Can be grown as a pot plant or in the open ground. They require a good loam with some well rotted manure or leaf mold and should not suffer for water. Plant in October and November. See Bulbs.

NARCISSUS Grandiflora (Paper White)—May be planted from October to February in open beds, pots and window boxes; also can be grown in glass bowls of water same as the Chinese Sacred Lily. Bears long stemmed clusters of pure white star-shaped flowers. See Bulbs.



CYCLAMEN

CYCLAMEN—These are fine house plants with foliage beautifully variegated with silver and green and inverted waxy flowers of various colors, pink, purple, red and white; produced in profusion for several months. Quite fragrant. Season from November to May 1.

VINES

A screen of vines on the porch adds not only comfort to the home, but beauty as well. They can also be trained on trellises, pergolas, arbors, etc., where they are naturally invaluable. If unsightly fences, which are usually necessary, were covered by them they would soon be things of beauty, and vines not only soften the lines, but cover up many imperfections. In planting the ground should be prepared and fertilized the same as for any shrub.



ALLAMANDA Cathartica Hendersonii—A beautiful tropical plant grown in Florida which may be trained to be either a shrub or vine. Glossy green broad leaves. Flowers, which are constantly produced, are pure golden yellow and of large size. Strong plants.

A. Williamsii—Similar to Hendersonii, except flowers are smaller. Very free bloomer.

ANTIGONON Leptopus (Rosa de Montana)—A beautiful vine bearing great racemes of rose-pink flowers for most of the year in Florida, good for sunny locations.

AMPELOPSIS Veitchii (Boston Ivy)—A well known rapid climber with dark-green foliage assuming brilliant shades in the fall.

ARISTOLOCHIA Macrophylla (Dutchman's Pipe)—An excellent vine for porches or out-buildings. The flowers are peculiar in shape, purplish color.

BEAUMONTIA Grandiflora—A strong growing, woody vine with large dark green foliage and clusters of immense trumpet-shaped white flowers resembling the Easter Lily, only larger.

BIGNONIA Speciosa—A fast-growing, free-blooming vine with dark green glossy leaves and clusters of large, purplish trumpet shaped flowers.

BIGNONIA Unguis-Cati (Cat's Claw Vine)—A hardy evergreen vine, producing an abundance of bright yellow flowers in early spring. Very rapid grower.

B. Venusta (Flame Vine)—See *Pyrostegia*.

BOUGAINVILLEA Crimson Lake—Very beautiful. Flowers, rich crimson, later overcast with purple shades. Strong plants and fast grower.

B. Glabra Sanderiana (Japanese Paper Flower)—The best known variety. A strong grower. A very showy plant bearing masses of purple flowers during winter and spring, but showing some bloom most of the year.

CLERODENDRON Thomasae (Bleeding Heart)—A beautiful climbing plant of very rapid growth. Flowers of a bright scarlet, enclosed partly in a pure white calyx, are borne in great profusion. Young plants a foot high often bearing several clusters.

CRYPTOSTEGIA, Grandiflora—An attractive vine bearing rosy purple flowers of tube and bell shape.

FICUS Repens (Climbing Fig)—An evergreen climber with small green leaves. Makes a very dense, dark green covering; excellent for walls, rocks or rustic work, as it attaches itself to any solid object.

GELSEMIUM Sempervirens (Yellow Jasmine)—Well known woody vine bearing glossy evergreen foliage and a profusion of fragrant, bell-shaped, bright yellow flowers in winter.

HEDERA Helix (English Ivy)—The well known used for covering walls, etc. Foliage is very rich, waxy green, with prominent veins.

VINES—Continued

IPOMOEA Horsfalliae—This is a lovely vine with waxy, dark green leaves, bearing showy carmine colored flowers in December, also blooms slightly in June.

I. Sidaefolia—A slender perennial vine. Small white flowers borne in great profusion on long branching stems. Remarkably fast grower.

IVY (Parlor Ivy)—This ivy is fine for window boxes and hanging baskets, or training in the parlor. Leaves are glossy green.

JASMINE Gracillimum (Star Jasmine)—An evergreen climbing shrub with beautiful showy white star-shaped flowers, which are very fragrant. Bright green pinnate foliage.

JASMINUM Humile—A dark evergreen vine or shrub bearing bright yellow flowers in clusters, heavy branched, hardy.

LANTANA (Mrs. McKinley)—A beautiful plant of trailing habit, fine for porch boxes, hanging baskets and ground covers. In bloom almost every day in the year.

LONICERA Hall's Japan (Honeysuckle)—Hardy, very vigorous climber. White flowers, changing to yellow, are borne almost constantly.

PASSIFLORA Edulis (Passion Fruit)—A strong growing vine. Its handsome white and purplish flowers are followed by a purple fruit 1 ¼ to 2 inches thick with a hard rind; cavity filled with a delicious juicy pulp in which are numerous small seeds. The juice is used in cold drinks, sherbets and ices, also especially fine for jelly. Makes a fine porch vine.

PYROSTEGIA Venusta (Flame Vine)—One of the strongest growing vines climbing to a great height. Evergreen, with bright, glossy green foliage. Tubular flowers of a bright orange-red color are borne in great profusion during the winter and spring, making it one of the most striking and beautiful of all vines.

SOLANUM Seaforthianum—A medium-sized delicate vine with compound leaves and bunches of pale lavender-blue flowers, which are followed by scarlet berries. Especially attractive when grown in garden or on lattice work.

S. Wendlandii—A very large vine with coarse pinnate leaves; beautiful lilac-blue flowers are borne in great clusters, often 10 to 15 inches across. This is one of the quickest growing vines and thrives in most any kind of soil.

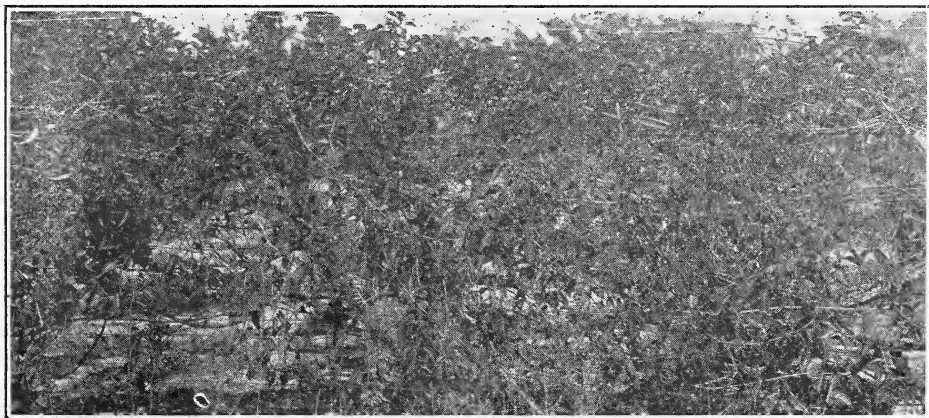
STEPHANOTIS Floribunda—A very attractive vine bearing large clusters of white flowers, fragrant. Not grown very extensively throughout the state.

TECOMA Capensis—A fast growing vine or shrub. It can be grown as either a vine or a shrub. Produces tubular shaped scarlet-orange flowers nearly all the year.

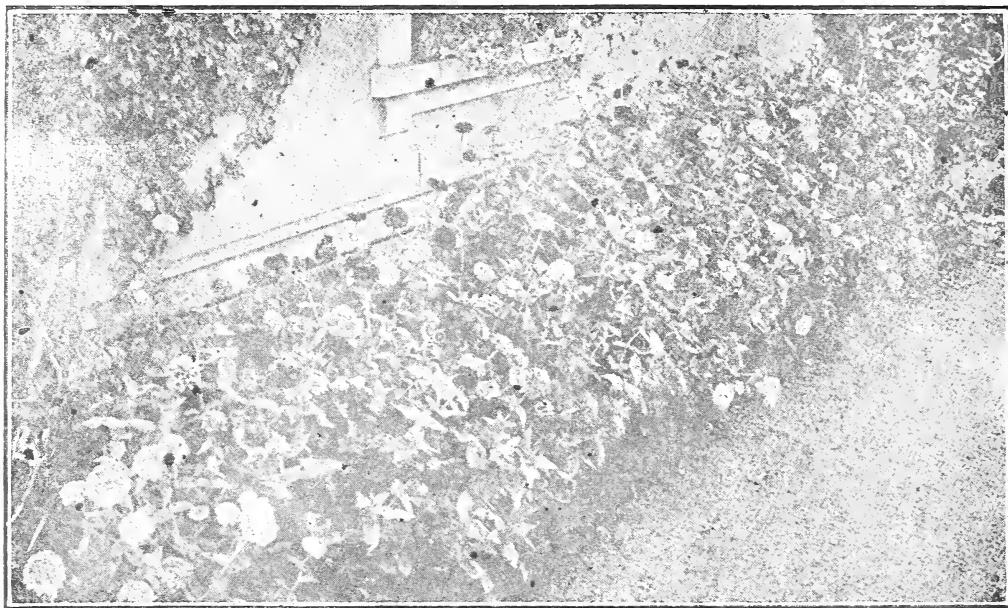
THUNBERGIA Grandiflora—A very rapid growing vine with large pointed leaves and a succession of beautiful lavender-blue flowers throughout the year. This vine has become a great favorite. If frozen down it comes right up and is soon blooming freely again. The individual blooms are large and often hang pendant in clusters of several each.

TRACHELOSPERMUM Jasminoides (Malay or Star Jasmine)—Hardy evergreen vine of rapid growth with small shiny leaves and fragrant pure white star-shaped flowers which are borne in great abundance only in spring.

VINCA Variegata—A useful vine with beautiful variegated white and green leaves. Very effective in hanging baskets, porch boxes, etc. It is also a very good ground cover plant. Makes an attractive plant with which to cover graves. Will grow on very poor soil.



SEEDS



AGERATUM—A fine half-hardy annual of easy culture, nice for bouquets (a delicate blue color). Cover seeds 1-16 inch deep.

ASTER—One of the most popular and effective plants of the flower kingdom. Tall mixed, Dwarf mixed, New branching, Aster King. Cover seeds 1-8 inch deep.

BACHELOR'S BUTTON—Hardy annual of easiest culture; produces a fine effect in groups or masses. Mixed. Cover seeds 1-8 inch deep.

BALSAM—Double Camellia Flowered. A general favorite, best effect is obtained when used in beds. Cover seeds 1-4 inch deep.

BRACHYCOME—Swan river daisy, has fern-like foliage and handsome flowers. Cover seeds 1-8 inch deep.

CALENDULA—Double yellow flowers, free-flowering, hardy annual. Cover seeds 1-8 inch deep.

CALLIOPSIS—Handsome showy annual of bright colors. Mixed. Cover seeds 1-16 inch deep.

CANDYTUFT—Exceedingly fine for low borders. Mixed colors and white. Cover seeds 1-8 inch deep.

CANTERBURY BELLS—Very effective border plant. Single mixed. Cover seeds 1-16 inch deep.

CARNATION—Needs no introduction to flower lovers. Mixed colors. Cover seeds 1-8 inch deep.

CARNATION, Marguerite—Smaller than above but very free bloomer. Mixed colors. Cover seeds 1-8 inch deep.

CHRYSANthemUMS—Annual, mixed varieties, bright colors. Cover seeds 1-8 inch deep.

COCKSCOMB—Very showy annual producing large heads of rich crimson and yellow flowers. Cover seeds 1-16 inch deep.

COSMOS—Mixed colors, beautiful annual, rapid growth of 4 to 6 feet in height. Fine for cut-flowers. Cover seeds 1-4 inch deep.

CYPRESS VINE—A delicate and beautiful climber; flowers resemble red and white stars. Cover seeds 1-4 inch deep.

DAISY—Double mixed English Daisy; fine for small border during winter season in Florida. Cover seeds 1-16 inch deep.

DATURA—Strong growing plants attaining a height of 2 to 3 feet. Mixed varieties. Cover seeds 1-4 inch deep.

EVENING PRIMROSE—A showy plant opening its flowers only in the evening. Cover seeds 1-16 inch deep.

SEEDS—Continued

EVENING GLORY—An adjunct to the old Morning Glory, a quick growing vine bearing large flowers in the evening. Cover seeds 1 inch deep.

EVERLASTINGS—Mixed varieties. Cover seeds 1-8 inch deep.

FORGET-ME-NOT—An old favorite; succeeds best in a cool moist situation. Cover seeds 1-16 inch deep.

FOUR O'CLOCK—Flowers are of many varied colors and are produced in great profusion. Cover seeds 1-2 inch deep.

GAILLARDIA—Handsome flowers; very useful for making bouquets. Mixed colors. Cover seeds 1-8 inch deep.

GLOBE AMERANTH—Soak seed in warm water before planting; is an everlasting; sometimes called English clover. Cover seeds 1-8 inch deep.

HOLLYHOCK—Finest double mixed, including all the old favorite varieties. Cover seeds 1-4 inch deep.

HYACINTH BEAN—A rapid growing summer climber bearing large clusters of showy purple and white flowers. Cover seeds 1 inch deep.

LARKSPUR—Double branching, giving an abundance of flowers suitable for vases and bouquets. Cover seeds 1-8 inch deep.

LOVE IN A MIST—Free flowering, hardy annual; flowers are of very curious and peculiar construction. Cover seeds 1-8 inch deep.

MARIGOLD—French dwarf, being too well known to need description.

MARIGOLD—African mixed; taller growing than the French dwarf and larger flowering, mostly yellow in color.

MIGNONETTE—A well known favorite, highly esteemed for its delightful fragrance. Cover seeds 1-4 inch deep.

MORNING GLORY—Rapid climber of dense foliage, an old and popular favorite. Plant seeds 1-2 inch deep.

MORNING GLORY—Royal Jap, the cultivation and hybridizing of the Morning Glory is a specialty of the Japanese and this improvement over the older favorites is marked.

MOURNING BRIDE OR SCABIOSA—Flowers range in color from white to almost black, are very pretty and useful for bouquets. Cover seeds 1-8 inch deep.

NASTURTIUM—Tall, mixed colors.

NASTURTIUM—Dwarf, mixed colors.

NEMOPHILA—A genus of very pretty annuals deserving extensive cultivation. Cover seeds 1-8 inch deep.

NICOTIANA AFFINIS—A variety of Tobacco cultivated for its handsome sweet-scented flowers. Cover seeds 1-8 inch deep.

PANSY—Choice mixed; no garden is complete without them; fine for winter flowering in Florida. Cover seeds 1-8 inch deep.

PANSY—Fancy mixed, finest show varieties.

PETUNIA—Veined and mottled; very ornamental; equally well adapted to garden or pot culture.

PETUNIA—Large fancy flowered; seed in this are of the Grandiflora or large flowering type only. Single, fringed.

PHLOX DRUMMONDI—No plant is more generally useful; it is without doubt the finest annual in cultivation. Cover seeds 1-2 inch deep.

PHLOX (Star of Quedlinburg)—A very attractive variety of Phlox, each petal ending in a point, which gives the flower a star-like form.

PINKS—One of the best and most useful of flowering plants; double imperial. Cover seeds 1-8 inch deep.

POPPY—Mixed varieties. Nothing causes more or greater admiration than this most showy and brilliant of annuals. Cover seeds 1-16 inch deep.

Poppy (California)—Mixed colors; very profuse flowering plants of extremely rich colors.

PORTULACA—Double mixed. A very attractive and popular annual of creeping habit; succeeds best in sandy soil and full sun. Cover seeds 1-16 inch deep.

RICNUS—Castor Oil Plant; very ornamental and effective for a plant of large, quick growth. Cover seeds 1-2 inch deep.

SALVIA SPLENDENS—Flowers are brilliant scarlet borne on long spikes; blooms profusely. Cover seeds 1-8 inch deep.

SALPIGLOSSIS—Large flowering, mixed; a very desirable plant, deserving of more general cultivation. Cover seeds 1-16 inch deep.

SCARLET FLAX—One of the handsomest annuals in cultivation; valuable for bedding. Cover seeds 1-8 inch deep.

SNAP DRAGON—Finest tall mixed; one of the very best perennials and it is sure to give satisfaction. Cover seeds 1-16 inch deep.

STOCK—Ten Weeks—Dwarf, as near a perfect flowering plant as any; fragrant flowers of almost every color. Cover seeds 1-8 inch deep.

SUNFLOWER—Very hardy and very double; closely resembles a large double chrysanthemum. Cover seeds 1-2 inch deep.

SWEET ALYSSUM—Very pretty little plants for borders. Cover seeds 1-16 inch deep.

SWEET PEAS—Very fragrant and desirable for cut-flowers. Cover seeds two inches deep.

SWEET WILLIAM—Mixed colors, an old and popular variety, mostly used for mixed flower borders. Cover seeds 1-8 inch deep.

SWEET SULTAN—Mixed colors; now very popular in Europe; flowers are thistle-like in appearance and deliciously fragrant. Cover seeds 1-2 inch deep.

THUNBERGIA—A very free flowering climber, with handsome foliage and pretty flowers; mixed varieties. Cover seeds 1-2 inch deep.

VERBENA—Choice mixed, very nice for beds, borders or porch boxes; very brilliant colors. Cover seeds 1-8 inch deep.

ZINNIA—Double mixed flowers resemble those of Dahlia, in very brilliant colors. They are the most satisfactory annual for planting in Florida. Cover seeds 1-4 inch deep.

BULBS



CALLA LILIES IN LATH HOUSE

We handle only the very best quality of imported bulbs, and will carry those listed in this catalogue in stock at the proper season for planting. Prices will be gladly furnished on any quantity upon request.

FREESIA—Produces a fine cluster of white flowers; very fragrant; should be planted during the early fall.

GLADIOLUS—A very popular flowering bulb of easy culture. The proper time for planting in Florida is during the months of November, December and January. Plant 4 inches deep 12 inches apart.

America—One of the best keeping and most suitable varieties for cut flowers; large full spikes of a beautiful delicate pink shade.

G. Chicago White—White with lavender markings in the throat.

G. Halley—Delicate salmon-pink with a slight rosy tinge, lower petals have a creamy blotch with stripe of bright red through center.

G. Mrs. Francis King—A strong grower; flowers are a light scarlet in color.

G. Panama—Extra fine pink variety.

Mrs. Frank Pendleton—Salmon-pink with maroon blotch on the three lower petals.

G. Peace—Large white with pale lilac feathering.

G. Schwaben—Soft pure yellow, small red stripe on lower petals.

We wish at all times to be of every assistance possible to our customers. If you are in doubt about any question in our line, we will consider it a pleasure to help you. Our service is the best we can make it. If you should have a complaint tell us about it.

LILIES—Giganteum (Easter Lily)—The beautiful large white Easter Lily is so well known that it needs no description. They are one of the most satisfactory bulbs it is possible to plant in Florida. You are sure to obtain the best of results with them.

Calla (Aethiopica)—White Calla Lily—The most popular of all lilies; a large pure white lily of soft velvety texture.

NARCISSUS (Paper White Grandiflora)—A very useful and pretty flowering bulb; grows just as well in water as in the soil; no home should be without a bowl of Paper White Narcissus during the long winter months. Plant in early fall.

Emperor—A very fine daffodil, large size and of pure yellow color; does well in pots or may be grown in beds for cut-flowers.

Empress—A daffodil of strong growth and large flowers, white and yellow.

Golden Spur—Very popular, bright golden color and a vigorous grower.

Trumpet Major (Or Single Von Sion)—A rich full yellow color, large flowers and early bloomer.

TUBEROSES (Mexican Single Type)—The most satisfactory summer flowering bulb we have in Florida. Produces flowers on tall spikes, pure white and very fragrant. The double varieties of tuberoses are not satisfactory in Florida.

PLANT INSECTS, DISEASES AND THEIR CONTROL

ANTS—The most effective agent for destroying ants is the recently available gas method, Calcium Cyanide.

Calcium Cyanide dust is easiest applied with adust gun for ants on plants, etc., or if they are in nests in the ground you can drop a small quantity of Calcium Cyanide dust into the hole or holes and it will quickly destroy the ants. We can supply you with small or large quantities of Calcium Cyanide and dust guns at any time.

APHIS—(Sometimes called Green or Black Fly). They are found at times on nearly all Shrubs and Plants, especially Hibiscus, Roses, Petunias, etc. Treatment: One teaspoonful (1 fluid drachm) Black Leaf 40 to 1 gallon Fish Oil Soap Solution. As a preventive spray the plants thoroughly every few days until all signs of the Aphis have disappeared.

APHIS, WOLLY—(*Schizoneura Lanigera*)—Also called American Bright. For above ground colonies use same treatment as for the above. Bad cases may require an addition of Parafin Oil Emulsion. For underground colonies (infecting the roots) remove the soil to a depth of about three inches or enough to partially expose the roots and dust thoroughly with Tobacco Dust, or you may use a weak solution of Cyanide (2 teaspoonsful to 1 gallon water), then give the ground a thorough soaking with water.

BORDER (Leopard Moth)—All Oak, Eucalyptus, Grevillea and many other trees are likely to become infested with the Borer. These trees should be examined regularly to guard against infection. Sawdust will be found on the trunk of the tree at the entrance of their burrows. They must either be dug out, killed and the cavity filled, or one may inject a small quantity of Carbon BiSulphide into their burrows and then seal it with wax or putty.

BORER (Shot Hole)—When groves on low laying land have been flooded the trees are often weakened and attacked by the Shot Hole Borer. The copious flow of sap in a healthy rapid-growing tree soon fills the tunnels and drowns them, therefore a grove, after being flooded, should be well cultivated and fertilized to induce vigorous growth. An application of Whitewash with a handful of Salt added to every bucket full applied to the trunks will discourage the Borers from attacking the trees. Trees badly infested should at once be dug up and burned to stop any further infestation.

CANKER WORM—Apply Tree Tanglefoot directly to the bark of the trees or encircle trunk of the tree with a canvas belt coated with tar, also spray with Pyrox, using 1 pound to 5 gallons of water. They are likely to be found on trees, vines and plants of various kinds.

CHINCH BUG—The Chinch Bug, which in the North is a great enemy of wheat, corn and other grasses, attacks chiefly the St. Augustine grass in Florida, killing it out in spots. From the spots the insects work out in all directions. They can be found most abundant in dying grass immediately surrounding the dead spots. In Florida they work the entire year, but do the most damage during dry weather. They are small blackish insects less than one-eighth of an inch long.

When the Chinch bug first attacked the St. Augustine grass, tobacco extracts and tobacco dust were thought to be the most effective treatment, however, the chinch bugs soon became accustomed to this treatment and did not mind it at all. A mixture of tobacco extract and whale oil soap was then tried but with only fair results. Dr. Watson at the state experimental station at Gainesville made an extensive study of this problem and made many experiments. He finally found that Calcium Cyanide Dust applied carefully in the dust form was the only effective remedy for the chinch bug. It has proven during the past few years an effective agent for controlling and killing the chinch bug.

You should dust the brown or effective spots in your lawn as quickly as they appear. This will prevent your entire lawn being ruined. The chinch bug works very fast and if allowed two or three days time they are likely to ruin your lawn.

We carry at all times a complete stock of insecticides, fungicides, etc., including the following: Black Leaf No. 40, Bordeaux Mixture, Calcium Cyanide, Grape Dust, Whale Oil Soap, Citrus Spray, Lime Sulphur, etc.

CUT WORMS AND CUBAN CRICKETS—These pests are too well known to require any description. Owing to the fact that they work on a large variety of plants a poison as listed below has been found the most satisfactory remedy for killing pests of this type. Bran, 20 pounds; Cotton seed meal, 5 pounds; Paris green, 1 pound. Mix thoroughly while dry, then add 2½ gallons of water with 2 quarts of syrup and 6 chopped oranges or their peel. Broadcast over field or garden. One must use care to keep chickens and animals away from this poison after it is applied to the ground.

LEAF HOPPER—This insect is very destructive to St. Augustine Grass, its presence will first be noticed by small brown spaces in the Lawn, which spread very rapidly until the entire Lawn will be ruined. On finding any indication of this insect you should at once make a careful examination of your Lawn. You will find the pests, which is of an ashen gray color, working at the base of the grass, sucking the life out of it. The best treatment for this insect is a heavy application of Tobacco Dust. It should be broadcasted over the Lawn in the same manner that you would apply Commercial Fertilizer. Be sure that you give the ground a thorough soaking with water after applying the Tobacco Dust.

MILDEW—This is most likely to occur on Roses, Grapes and Sweet Peas. Prevent by dusting the vines with Grape Dust or lime sulphur solution.

PLANT INSECTS, DISEASES AND THEIR CONTROL—Continued

RUST—A disease which is commonly found on Palms. Treatment: Cut off and burn diseased parts and spray plants with Bordeaux Mixture, the formula for which is bluestone, 4 pounds, lump lime 4 pounds, water 50 gallons. To prepare dissolve the bluestone in 5 gallons of water, also dissolve the lime in 5 gallons of water, then mix together, at the same time adding 40 gallons of water to make 50 gallons of solution. This material must be used at once as Bordeaux will not keep.

RUST (Or Leap Spot)—Found on Violets and other soft wooded plants. It may be combatted by the following solution: Copper Carbonate, 5 ounces; Ammonia (26%), 3 pints. To prepare, mix Copper Carbonate with a little water and add the Ammonia; keep in a tightly stopped glass jar. This stock is sufficient for 50 gallons of Spray. This solution is also used to combat Leaf Spot on Citrus Trees, and Anthranose on Roses and other plants.

SCAB—A disease of Citrus Trees found both on fruit and foliage, leaves, twigs and fruit are very characteristically marked. Treatment: Spray with Bordeaux Mixture or Copper Carbonate solution.

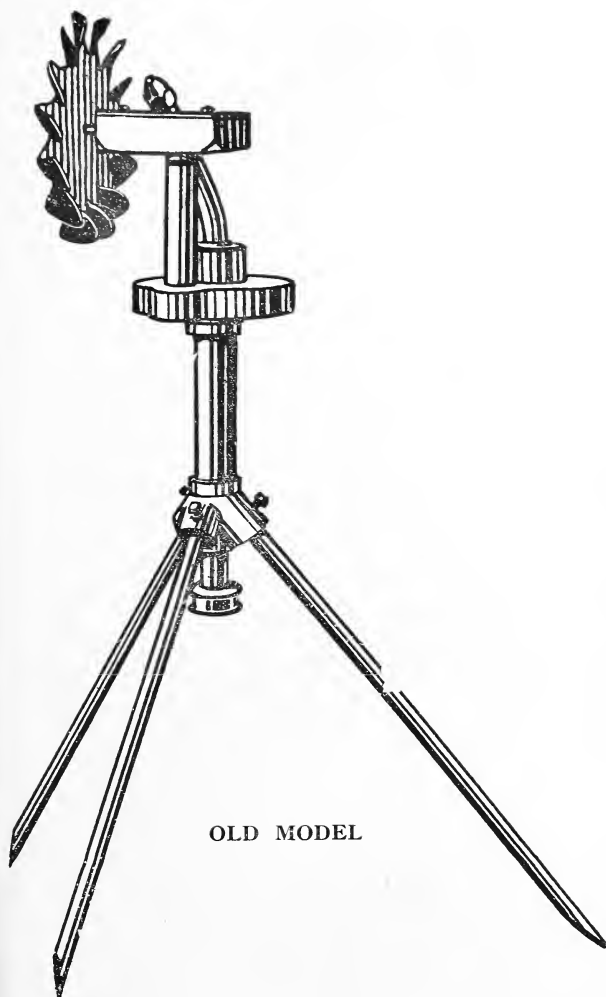
SCALES (Armored)—Such as Purple Scale, Long Scale, Florida Red Scale, also such Scales as San Jose and Palm. It may be controlled with Schnarr's Citrus Spray and whale oil soap. Spraying will have to be repeated every two or three weeks.

SCALES (Unarmored)—Under this heading comes such Scales as Cottony Cushion, Pyriform, Cottony Maple, the Rose Palaeococcus. Treatment: Owing to the fact that the eggs of these Scales are so well protected by the cottony material it will be necessary to use more soap with the oil sprays, one part Schnarr's Citrus Spray to 3 gallons whale oil soap. Soap penetrates the cottony material and also seals the eggs and the young in them.

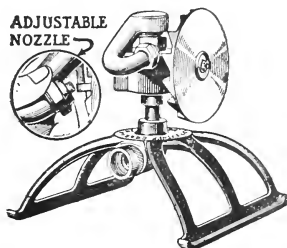
MEALY BUG (Dactylopius Citri)—This is one of the worst pests with which we have to contend in Florida. Such plants as Acalypha, Crotons, Hcuse Palms, etc., are the most favored host plants of this insect. Treatment: The following solution is highly recommended by a government bulletin: Kerosene, 2 gallons; unslacked lime, 4 pounds; water, 20 gallons. Slack the lime in 4 gallons of water, strain and add the Kerosene, then the mixture should be thoroughly agitated. This Emulsion is stable and will keep in a stone or glass container. We recommend that you spray your plants susceptible to Mealy Bugs with a strong solution of Fish Oil Soap (1 pound to 3 gallons of water) as a preventive against these and many other insects and scales. The soap solution may be successfully combined with Schnarr's Citrus Spray.



Double Rotary Sprinkler



OLD MODEL



NEW MODEL

Latest Improved Model

It makes it easy for you to keep your lawn and garden green. This machine will cover a circle from 15 to 80 feet in diameter, according to the water pressure which is turned on. It will operate on as low a pressure as 20 pounds.

Superior Points about the Double Rotary Sprinkler

Fits standard hose connection. Gears are enclosed in a bath of oil. Few parts to get out of order. Always ready for use.

Fully Guaranteed

Service Notice

We are distributors for the State of Florida for this machine and carry parts in stock at all times. We are prepared to repair and furnish service on all machines sold by us.

Sold on Ten Days' Free Trial

Price, \$12.50 Each

FLOWER POTS, RAFFIA AND GARDEN HOSE

STANDARD SIZE POTS

We can supply all sizes of standard pots from 2 inch to 10 inch.

PANS OR HALF POTS

Can furnish these in all sizes from 4 inch to 10 inch.

SAUCERS OF EARTHENWARE

All sizes can be supplied from 2 inch to 10 inch.

RAFFIA

This item comes in a variety of colors and is used quite extensively for basket making. We can supply about 25 distinct colors and also the natural. The colored is, of course, much more expensive than the natural.

FERN DISH LINERS

These are made in odd sizes which seem to be the most in demand. We can supply various sizes ranging from 4 inches across and 2 inches high to 8 inches across and 2½ inches high.

QUALITY GARDEN HOSE

There is no item that is quite so necessary to the success of lawn or garden as the Hose that carries the water which is the staff of life to your plants.

An old leaky Hose is a source of trouble and very often causes one to lose their interest in the garden or lawn. Let us supply you with a length of our Quality Hose. The Hose we sell has been thoroughly tested in our own plant and we fully guarantee it in every way for one year. Our use requires much more service from Hose than that of the average person. It is not unusual for a length of this Hose to last the average person for five years if it is given any attention at all.

stimulate and one must be very careful in applying it. Use one rounded tablespoonful dissolved in ten quarts of water when using it for pot plants.

Dairy Manure—We are usually able to supply dairy fertilizer either by the bushel or by the truck load. Orders should be placed in advance, however, as there is a great demand for this material.

Potting Soil—This soil is a compost mixture and contains fertilizer and all things necessary to make your plants in pots or porch boxes grow.

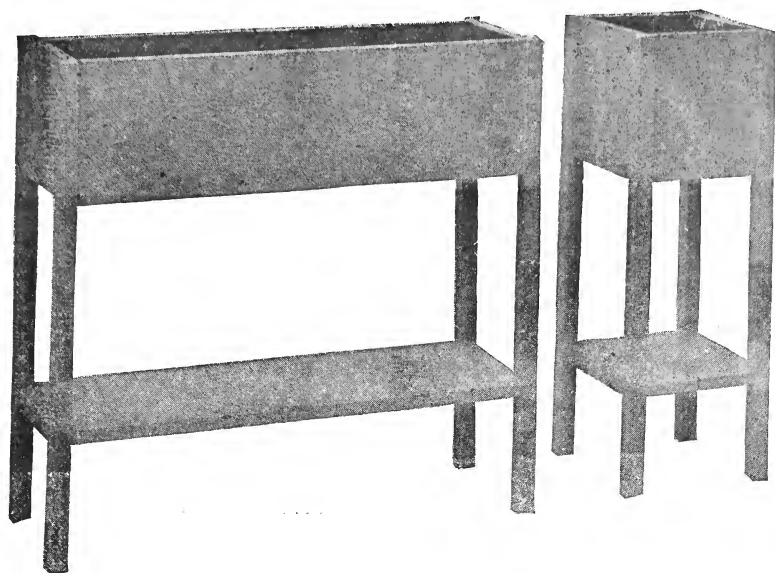
FERTILIZERS

Knoll's Special Mixture—We consider this the best fertilizer available in Tampa for lawns and shrubs. It is a built-up fertilizer which will carry on for several months. It is made especially for us on our formula and carries a very high analysis. We also supply the following fertilizers:

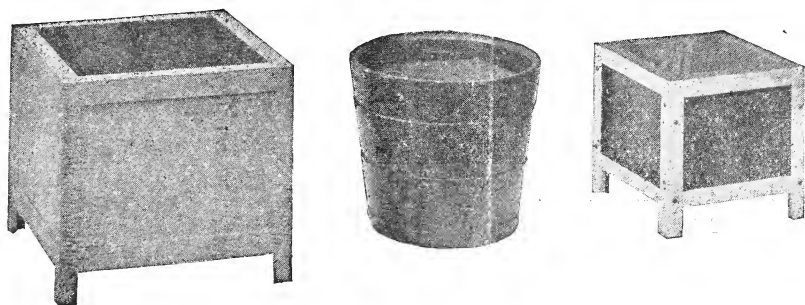
Bone Meal—Made from pure raw bone.

Blood, Dried—One of the quickest acting fertilizers which will quickly turn your plants a dark rich green color. It should be used as a

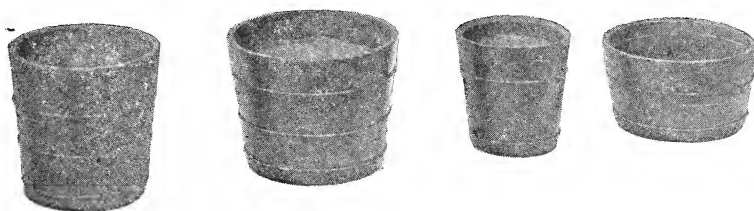
CEDAR TUBS, CYPRESS BOXES AND FERNERIES FOR PLANTS



These Ferneries are made from best quality Cypress Lumber throughout, Metal Liners are not included in our regular price for them, but will be supplied at cost when desired. Finished in any color required. Fernery, 30 inches long, 32 inches high, 10 inches wide. Square Plant Stand, 32 inches high, box 10 inches square.



These Plant Boxes are made in our own plant of best quality Cypress Lumber. Painted any color desired to conform with your home. They are very attractive and distinctive. Size, 11 inches square and 15 inches square. Special sizes can be made to order.

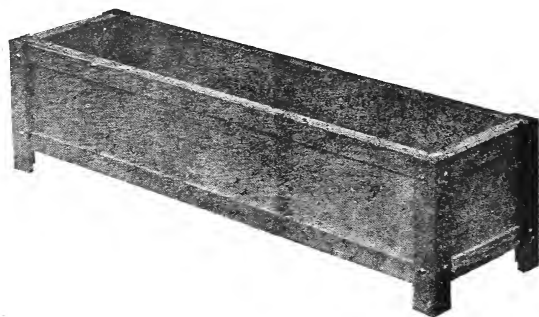


Cedar Tubs last indefinitely, are not breakable like ordinary Clay Pots, and lend a distinctive appearance to your Plants.

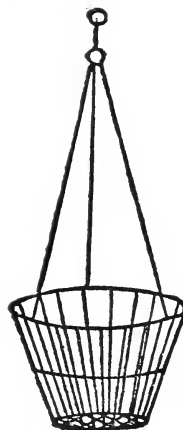
PORCH BOXES AND HANGING BASKETS

PORCH BOXES

Nothing Adds More Charm to Your Home



GRESTON FINISH TERRA COTTA HANGING BASKETS

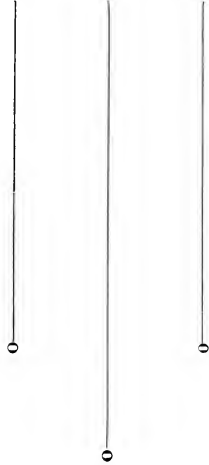


With Ordinary Care These Baskets Will Last
a lifetime

WIRE HANGING BASKETS

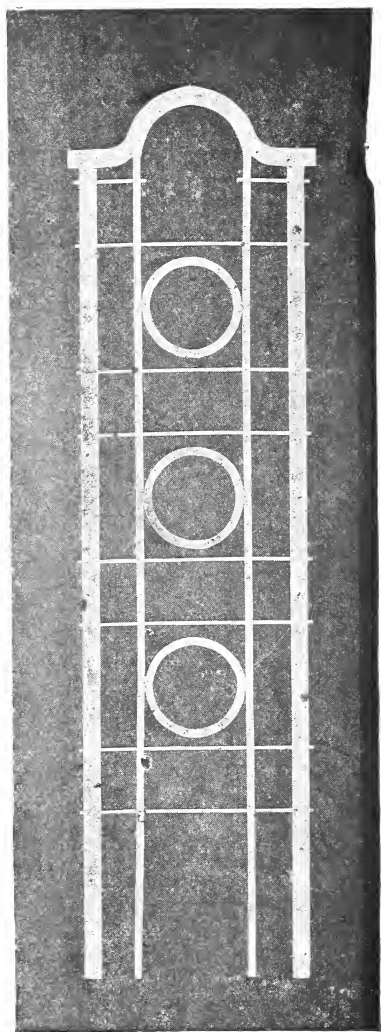


GARDEN FURNITURE

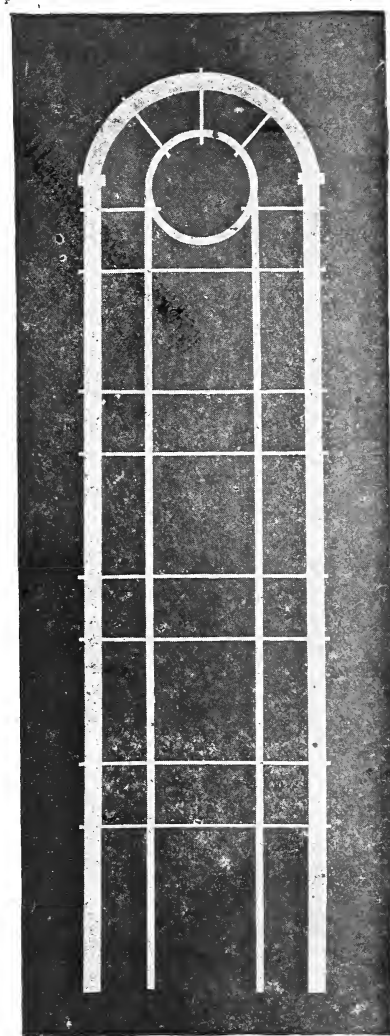


GAZING GLOBES
LAWN BENCHES
BIRD BATHS
SUN DIALS
TRELLISES
ARBORS
JARS

GARDEN FURNITURE

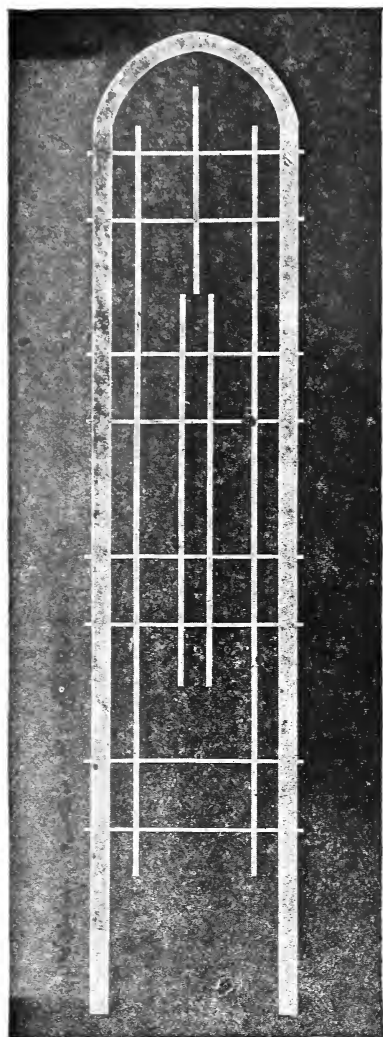


K-1 The Circle Trellis, height 7 feet, width 22 inches. Price each, \$7.50

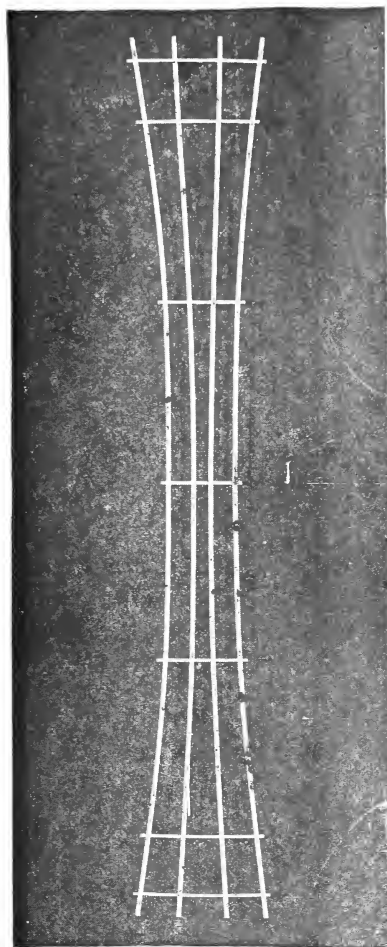


K-8 An Artistic Trellis, height 7 1-2 feet, width 24 inches. Price each, \$9.00

GARDEN FURNITURE—Continued

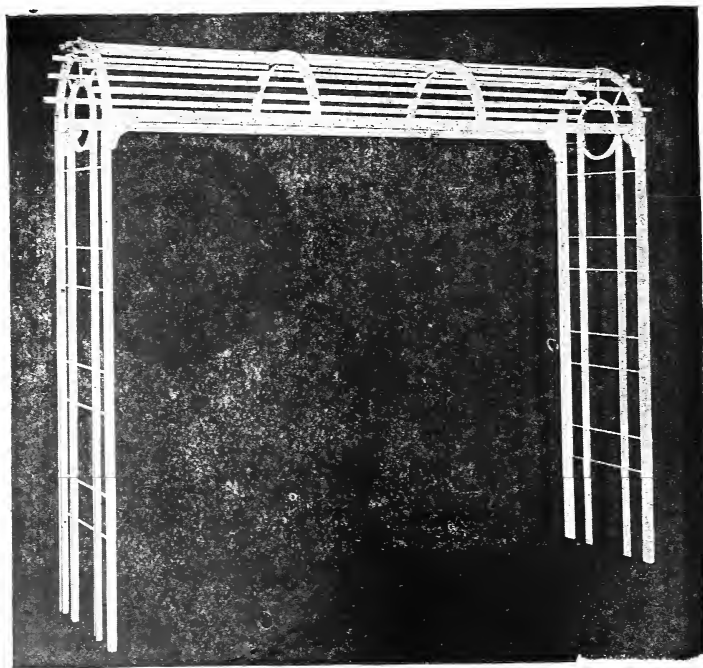


This Ideal Trellis, height 7 feet, 3 inches
width 22 inches. Price each, \$7.50

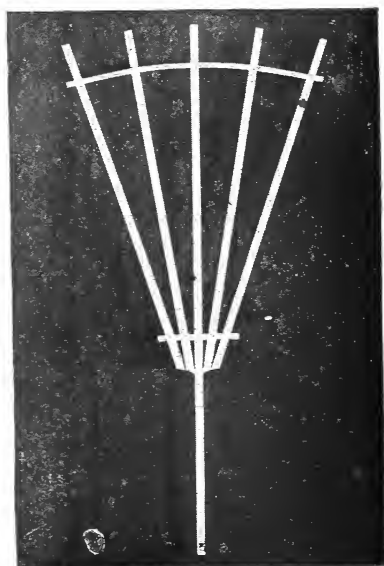


K-11 Trellis, height 7 1-2 feet, width 8
inches. Price each, \$3.20

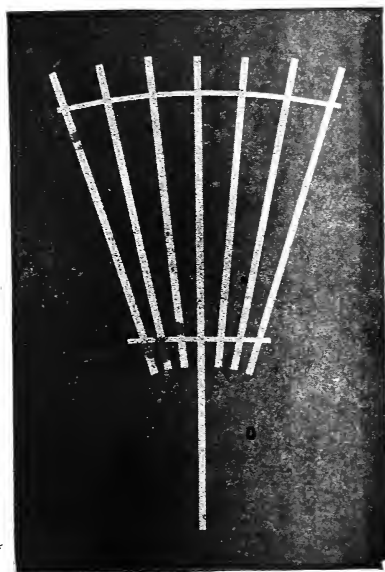
GARDEN FURNITURE—Continued



K-7012 Height 7 1-2 feet, length over all 8 feet, side panels 24 inches wide. This Arbor is very attractive to use at the entrance to garage, garden or any similar position, gives a striking effect when covered with vines. Price each, \$28.50

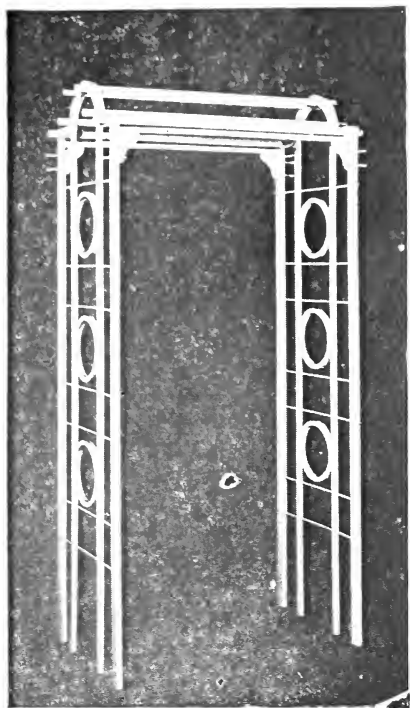


K-4000 Height 3 feet, spread 19 inches. A small Trellis which is serviceable in many places. Price each, \$1.50

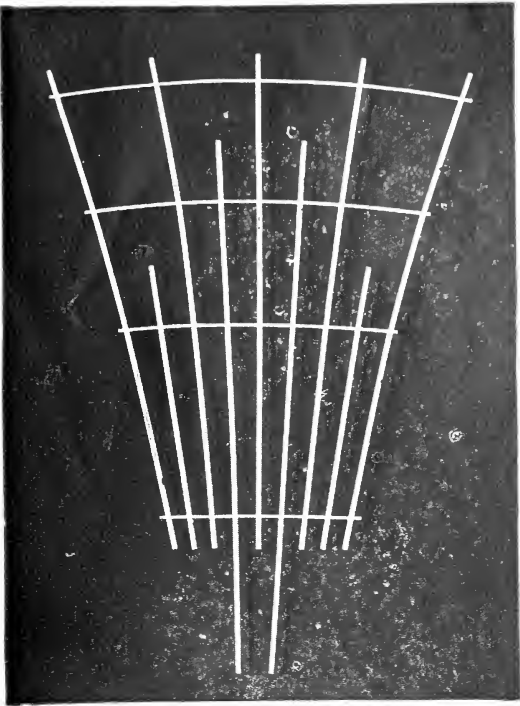


K-4001 Height 3 feet, spread 23 inches. A small Trellis slightly wider than No. K-4000. Price each, \$1.75

GARDEN FURNITURE—Continued

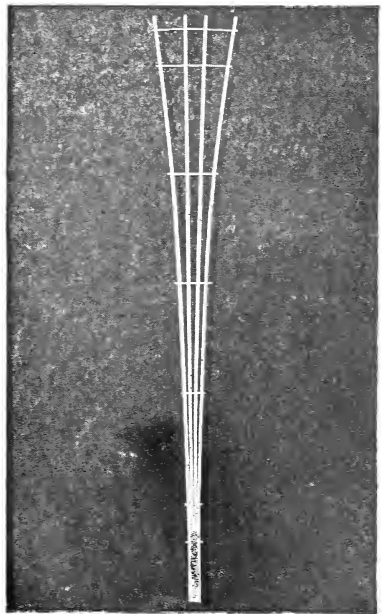


K-7007 Height 7 feet, length 44 inches. Panels 22 inches wide An Artistically scrolled Arbor it is a beautiful piece to use at the entrance to garden or garden walk, price \$21.50

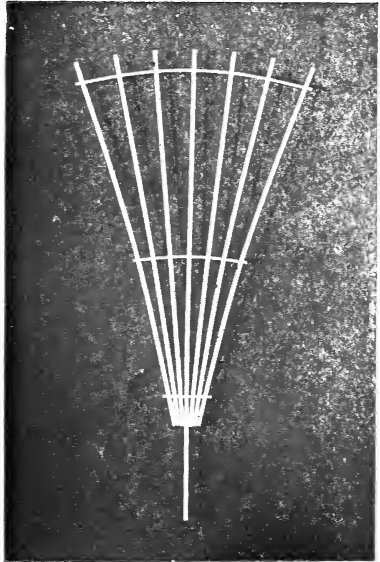


K-4004 Wide Span Trellis, height 5 feet spread 43 inches. This is a very good Trellis for the average size slow growing vine. Price each, \$4.30

K-10 Height 8 feet, spread 15 inches. A slender Trellis suitable for many places where a wide trellis would not serve. Very attractive. Price each, \$2.90



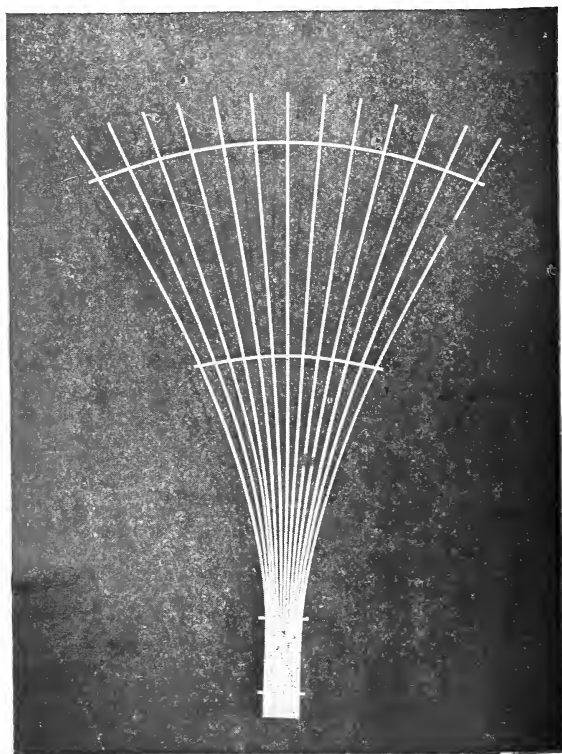
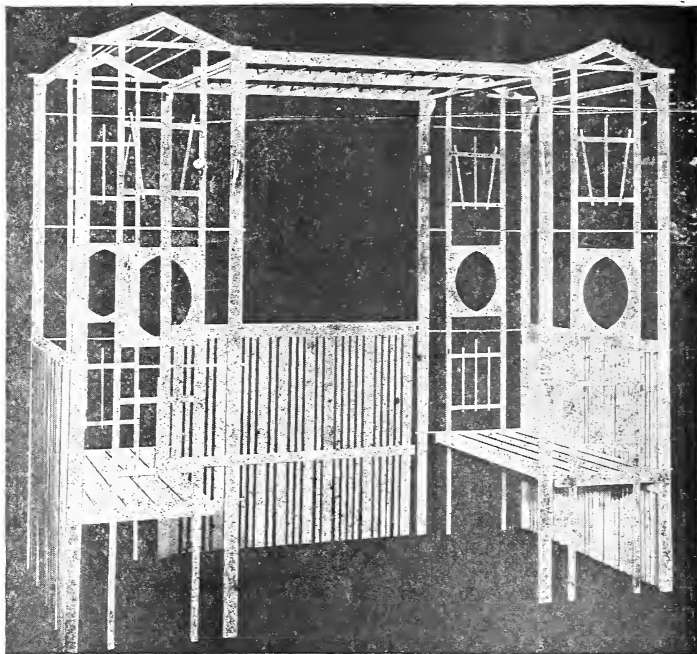
K-4002 Height 5 feet, spread 32 inches. A nicely shaped Trellis for general use. Price each, \$3.75



GARDEN FURNITURE—Continued

K-7014 Height 7 feet, length 7 feet, side panels 22 inches wide. A very beautiful Arbor with seats at each end and fence in center. Price complete \$52.50.

End sections with single seats may be had if desired separately, each \$25.00



K-4008 Fan Trellis, height 5 feet 4 inches, spread 3 feet 10 inches. This is one of the most popular type of Trellis we have. Price each \$8.80.

GARDEN FURNITURE—Continued



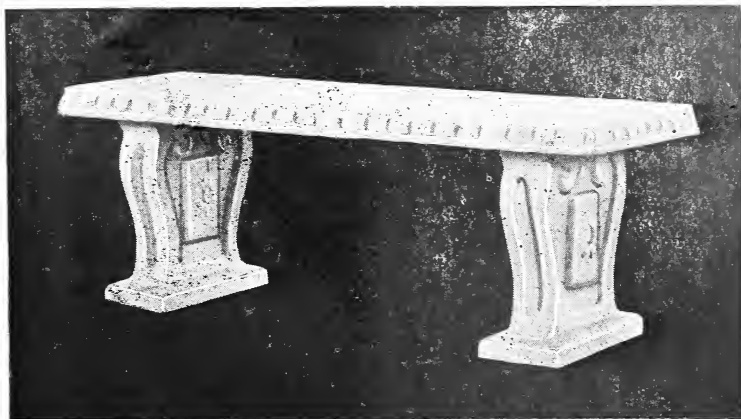
GAZING GLOBE AND PEDESTAL

Globe 12 inches, Height of Pedestal 40 inches, width 21 inches, base 14 inches. Globe \$20, Pedestal \$15, complete \$35.



BIRD BATH

Bowl 20 inches wide and 2 inches deep, Height 28 inches, base 10 inches. Price \$10.00



GARDEN BENCH

Length 48 inches, width 18 inches, height 18 inches. Price \$12.00

GARDEN FURNITURE—Continued



OIL JUG

Height 30 inches, Width 18 inches,
Base 8 inches. Price \$20.00
Without handles, Price \$15.00.



SUN DIAL

Height 30 inches, Width 12 inches
Base 14 inches. Price Dial \$10.00.
Pedestal \$15.00, complete \$25.00



Choice Flowers and Plants

A visit to our flower shop and greenhouses will be a pleasure to you and a delight to us. You will enjoy looking over our stock of rare flowers and shrubs. If you want anything for the garden or indoor use we shall be glad to point out the most suitable for your purpose. Come anyhow, if only to look and admire our plants.

Cut Flower Department

911 TAMPA STREET



The photograph above shows a view of our down-town Cut Flower Store which is one of the finest in the South, and is equipped to render you every service in the line of Cut Flowers, Baskets, Wedding Bonquets, Decorations, Corsages, Flower Accessories, Floral Tributes for Funeral Offerings, etc. A complete line of Seeds and Bulbs are carried here at all times.

